

Developing Amazing Client-Agency Partnerships Through PX

If you work in marketing, advertising, sales or related fields then you know that customer experience management (CX) is the new battleground and in order to execute you need a strong employee experience (EX). After all, you can't expect your staff to look after your customers, if you don't look after your staff. You can also add Brand Experience or BX as another important X factor needed to win in today's competitive marketplace.

As marketers, we rarely deliver an exceptional CX or BX on our own. We typically rely on strategic agency partners to help us differentiate our brand or customer experience, and drive growth and transformation for our business.

Yet we how often do we think about **PX**, or the **Partnership Experience**? How much time, energy and effort do we devote to developing an exceptional relationship between agency and client as we would a new customer, or a new employee?

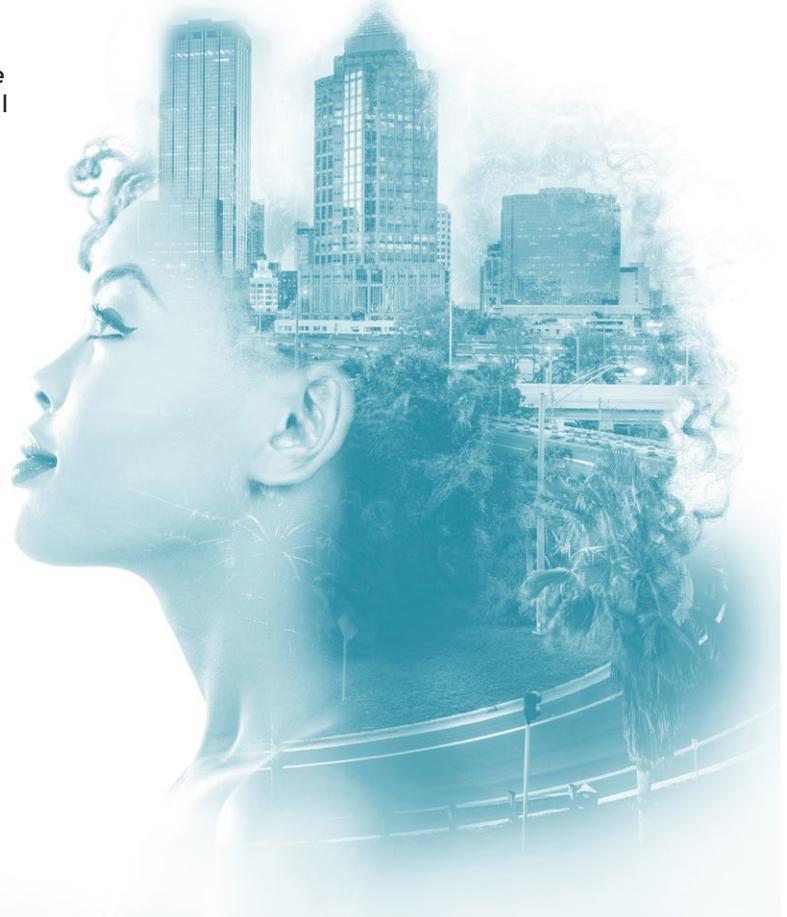
Don't we owe it to each other to start thinking about how we can build truly amazing partnerships that keep clients and agencies delighted and bringing everything to the table?

Considering how much sales revenue and marketing investment we place on the line with our partners over the course of a partnership, and how much time our teams will spend working together, it seems crazy that we don't give this due attention.

Too often we go through the tender process, work out the terms of the agreement, negotiate the financials, get procurement approval and then immediately start firing briefs over the table. It's taken so long to get through procurement that we're anxious to get started.

However, rushing in without setting ground rules and establishing the kind of partnership you want to create can be akin to throwing players from multiple different teams onto the basketball court, without a game plan or coach and asking them to win the match. When do we pass? Who shoots? Are we playing zone or one-on-one defence? And who are we playing against? These may be some of the questions that prevail.

PX has never been more pertinent given the rising trend for clients to use a myriad of agencies, technology vendors, implementation partners, and consulting houses. Because now you have multiple lines of communication between client and agencies, and agencies with each other. There may be unclear boundaries, inefficient processes, lack of trust and increasing pressure for everyone to deliver. A recipe for disaster.



17 Indicators you may need to work on the PX with your agency partners

How many would you tick?

- There have been several unmet expectations
- Information is being withheld indicating low trust
- Briefs are purely executorial instead of 'here's the business problem, how can you help us solve it?'
- Recent or persistent staff turnover on both sides has created knowledge gaps
- Lack of clear or streamlined processes and communication is creating friction
- Both parties believe there are constantly unrealistic timeframes, budgets or briefs
- There aren't clear rules of engagement between all parties and confusion prevails
- The relationship feels transactional, not relational
- It feels like there is a cultural clash between agency and client
- Client doesn't have clear understanding of the agency's core strengths and competencies, and therefore may not be fully utilising agency value
- Client feels there is gaps from strategy to execution on agency side
- Agency doesn't have clear view on the business the client is in - their marketing strategy, competitors, challenges and goals
- Agency only receives piecemeal briefs without the big picture, so can only add piecemeal value
- Agency buyouts have caused a change in direction or scope for the agency, or is creating issues due to internal culture change within the agency
- Agency is receiving poor briefing, leading to poor responses and poor outcomes
- Cost is a constant discussion, instead of value generated or results
- Master servant mindset pervades instead of Partner mentality

If you found yourself mentally nodding as you read that list, or if you're at the beginning of a partnership and proactively trying to avoid these issues creeping in, then we can help.

Partnership Manifesto Workshop (Half-day)

Our Partnership Manifesto Workshop has been designed to help you create strong, lasting relationships built on trust and a shared sense of purpose between client and agency.

Through a design-thinking process, you will co-create a one-page Partnership Manifesto that lays out how all parties agree to work together. Peel back the layers, as you each put down what you believe makes for a successful partnership. Challenge each other whilst building consensus and leave with something you can put on the wall, bring to review meetings and hold each other accountable to.

PARTNERSHIP MANIFESTO
AS ONE TEAM, WE CHALLENGE EACH OTHER EARLY
ALWAYS COLLABORATE AND LEARN, HAVE FUN AND CELEBRATE SUCCESS.
OUTCOMES AND DELIVERABLES FOCUSED OVER DEATH BY CONFUSION
AGILE AND ADAPTIVE OVER SLOW AND THE SAME
METRICS THAT MATTER
OVER MULTIPLE OBJECTIVES
VOICE OF CUSTOMER WILL BE HEARD OVER
COMMUNICATION BY COMMITTEE

↑ **Example of a Partnership Manifesto**

Partnership Journey Mapping Workshop (Half-day)

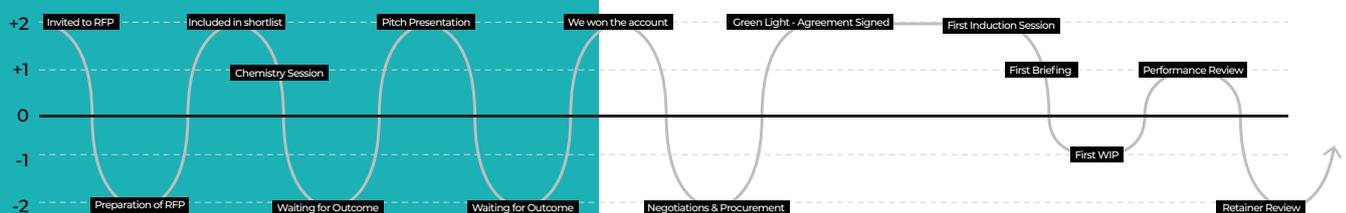
For added value we also offer a partnership journey mapping workshop. Similar to customer journey mapping, this will enable us to peer into the future and think in advance about the highs and lows that you'll face as an agency-client partnership and what you can do to optimise the experience.

We can also conduct a pre-mortem, whereby we imagine that a project or the relationship has dramatically failed. We then work backwards to identify root causes and preventive solutions. Leveraging the group's experience to solve issues before they happen, instead of after, can be extremely cost-effective, especially for technology implementations and complex projects.

Whether it's weekly WIPs to end of contract negotiations - by thinking, talking and mapping this out together, you can proactively plan to turn some of these moments of friction, into moments of magic.

Feedback will also be garnered from both sides on what information they need in order to truly understand each other's business and leave everything on the court. The outcome will be a game-plan for information sharing, process improvements as well as scheduling in the socialising and face-time needed to build lasting relationships.

Example of a Partnership Journey Map (Agency View)



Why you need it?

Effective agency partnerships can provide the additional strategic, creative or technical firepower required to take your team from great to awesome. Anything less than an amazing relationship is costing all sides precious time, money and energy.

Don't waste the months you spent on procurement, and the effort expended to date, by not investing in one of these half-day sessions that will set the foundations for future success.

Whether you've just landed new agencies and you want to set off on the right foot, or you've got existing partnerships that you want to reboot, or take to the next level, these workshop can help.

"Our relationship with Curtin is one of the strongest client relationships we've had. We believe it's due to the work we undertook together to develop our Partnership Manifesto which sets the scene for how we work together, and the high performing team culture that Ty established for his extended team, during his time as CMO".

Matt Robinson,
Partner and Managing Director of AnalogFolk Australia

Who runs it?

Ty Hayes, Managing Director of Growth Generators facilitates these workshops. Ty has been recognised as the #10 CMO in Australia (CMO50 by IDG) and has led the #1 Marketing Team in Australia (Australian Marketing Team of the Year) during his time as Chief Marketing Officer for Curtin University, a global university with campuses in Australia, Malaysia, Singapore, Dubai and Mauritius.



During Ty's career he's built exceptional partnerships with global network agencies, to global independent agencies, to small local agencies in London, Sydney and Perth. He also started life in Agency land, working for a brand design agency - so he knows the pressures that both sides face.

Ty brings an objective, mutual, authentic and approachable style to the workshop and loves seeing the harmonisation and performance lift it can bring to these important partnerships.

Where and when can I get it?

If you're interested in these workshops, then get in touch and we can work with you to schedule something that works for you and your partners. Typically, they are hosted at the client or agency premises, but if an external site is preferable then this can be organised. Prices start at \$5,000* ex GST per half-day workshop. A small price to stack the odds of success in your favour. Clients and agency partners can co-pay to show an equal investment in the partnership.

** Prices subject to change and excludes travel costs*

Contact Us to Make your Partnership Amazing

We are based in Perth but frequently travel around the country hosting these workshops and completing consulting projects with clients.

info@growthgenerators.io
+61 411 753 679

GROWTH GENERATORS