

- Treating the agency like a vendor instead of a partner.
 - When we left the "Mad Men" era, the world was able to access all of the creative tools with the advent of computer software, some of the magic and control that the agencies had was gone. Agencies have had to reinvent themselves ever since.
 - One of the issues with this shift is that on the way, agencies not only lost their employees and, they were deemed "demoted" to the role of a vendor. This does the opposite of setting up the agency to be a partner. It becomes an "order-taker" mentality and makes it seem as though it is very undesired.
 - This is not always the case and not every client does this. The point here is to caution against assigning tasks without an initial conversation or a dialogue between agency and client. Agencies thrive when they feel like they are a part of the client team and are by nature creative minds and big picture thinkers. When this is thwarted, especially from the very beginning, their energy tanks and the desire to work with you on your business goes away.
 - If you feel like your agency is "phoning it in", maybe take a step back and assess whether you are in this situation, even if you inadvertently landed here.
 - Treating agencies like partners doesn't mean deferring to them. A lot of times, we on the client side would withhold valuable perspective, thoughts, ideas because we didn't want to interfere with the agency's creative process or "do their job for them". What happens in not sharing these is that when the agency comes back, we are inadvertently looking for our ideas and are still holding onto those as being the "right way". Agencies can't read your mind. Best ideas come from collaborative ideation.

Ep 78: 4 Relationship-Limiting Mistakes Clients Make- The Insider Edition

Passion, planning and follow through



- Limiting the agency's exposure too much.
 - Briefs are hugely important to the process because they can make sure that everyone is tracking and hold all parties accountable. But the brief cannot do everything and if a project isn't set up correctly from the start, then even the brief cannot help. Specific tips that get things off to the right start are:
 - Aligning on the information the agency desires and the client believes they need and agreeing.
 - Identifying all key stakeholders on the client side and who will play what role.
 - Setting up a process for the project and key milestones.
 - Open lines of communication. You know the expression about "the best laid plans". It exists for a reason. There is no "set it and forget it" in relationships. And people are not perfect. Just as you wouldn't want the agency to go off and work for 3 months without your input, we have to feel like we have a trusted partner to go to and someone to address any issues with. Agencies want to work for clients that want to work with them.
 - When client's limit, it is usually for 3 reasons:
 - Speed- More decision makers generally means extended timelines in trying to get those people engaged.

Areas to address immediately are:

1. _____ what is in the brief or being directed by their client lead.
 - Simplicity- More cooks in the kitchen generally creates more swirl. It isn't generally ego like most think.
 2. _____
 3. _____
- Heavy handedness in the work product.
 - You are going to feel like you have two jobs for awhile... because you do.
 - Set-up a tactical but realistic calendar of your activities to keep you on-track and accountable.
 - TALK to people to get support and help. Outsource if you need to.

- Providing feedback that is not helpful.
 - Goals and milestones should be quantifiable and measurable. Don't make them

| Action | Timing | Progress | Complete |
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