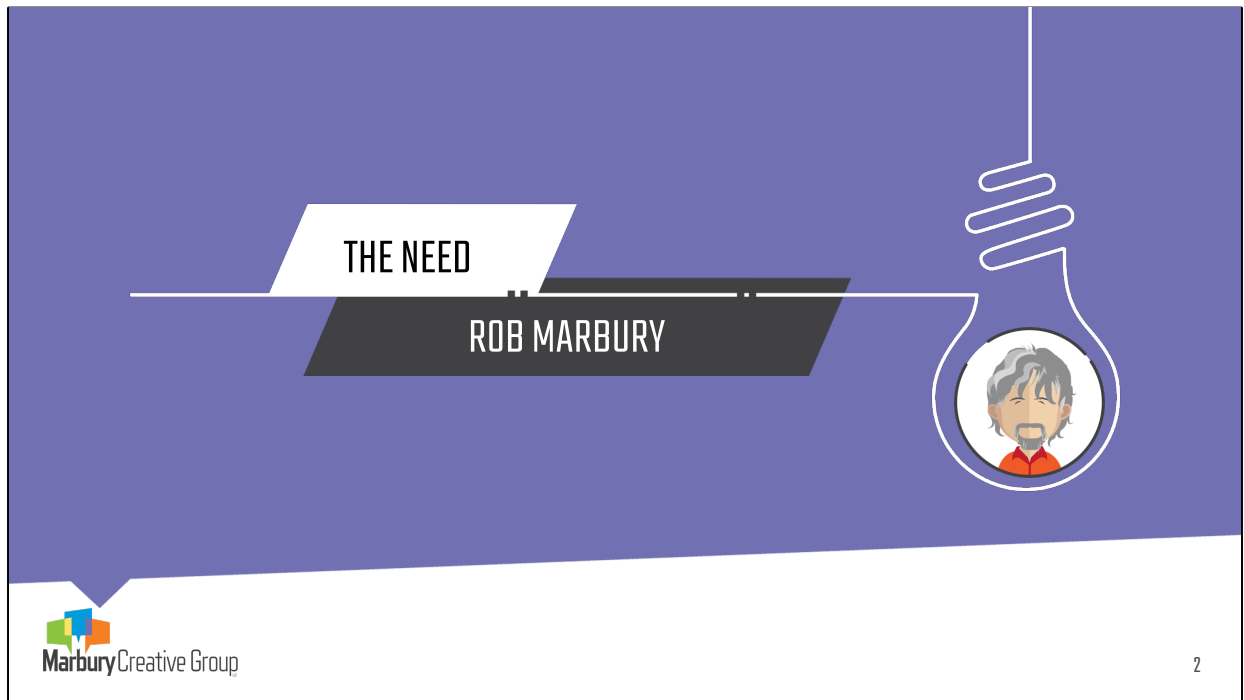




Herding Cats

A quick discussion around agency structure and a solution we found at Marbury Creative Group.



I am Rob Marbury, President & Creative Director of Marbury Creative Group.
This is our 13th year of business.



1993 - 2010



2010 >>>>>>



Some may remember my previous agency, Max2o. Tony and 2nd Wind were a major help for that agency and navigating an unfortunate demise.

(ANOTHER LESSON I COULD SHARE WITH ANY OF YOU)

I started Marbury Creative Group in 2010 and brought along 3 Max2o employees.

WILD WEST



We rented some cubicles from a friend of mine, and hit the ground running.

SOMETIMES I miss those days.
I imagine a lot of you remember that feeling.

WILD WEST



We were “scrappy” in the beginning and just GOT IT DONE (whatever IT was).

A bit of the Wild West!
You all know what that’s like.

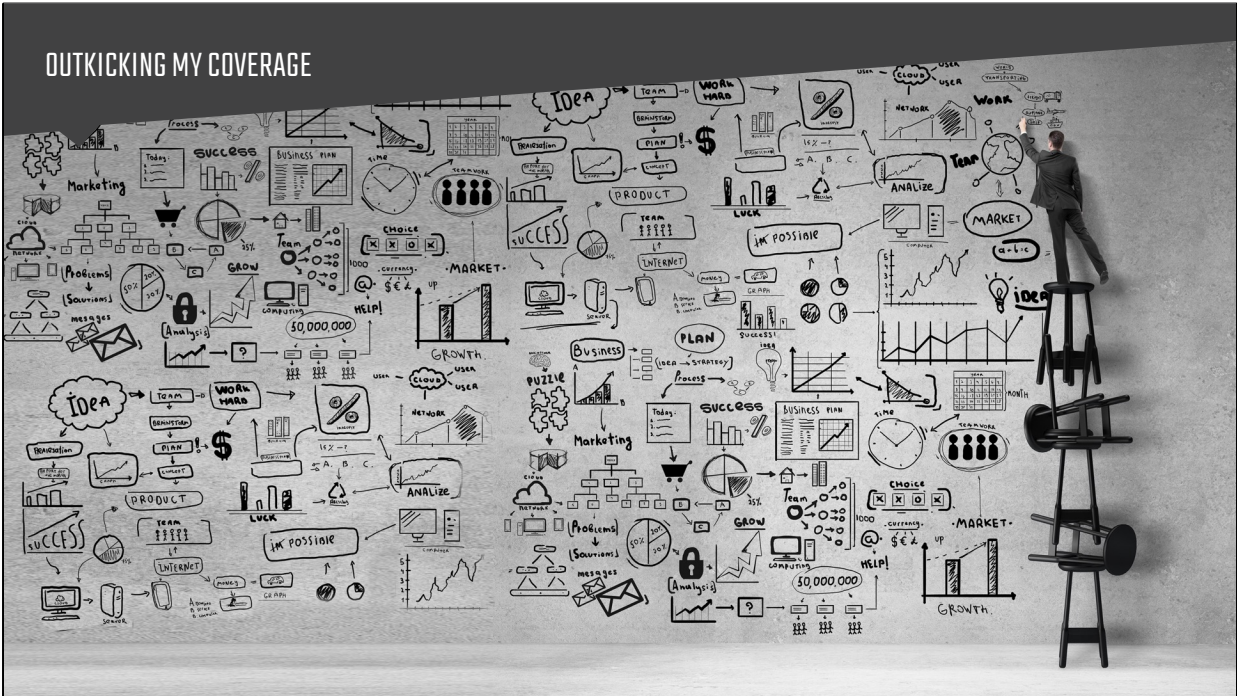
Fun — Daring — Make it up as you go!!

I GUESS WE'RE A REAL AGENCY NOW...



Year 2 we got our own space with a 5 year commitment!!!

We started adding account managers and designers to meet the needs of our clients.



About year 4 I began to realize that my “Creative Director Talents” were not enough to sustain the growth we were experiencing.

Shelly has always been a key part of this company, — she ALWAYS asked questions about running the business and offering to help. (ANOTHER LESSON)

Year 5 Shelly started taking on ownership and helping me ON the business.

We started handing tasks off to our growing team (about 7 at that time).
We went from START UP to LONG HAUL We went from REACTIVE to PROACTIVE

EVALUATING BUSINESS STRUCTURES

the
Great Game
of Business®

GiANT
WORLDWIDE



 Marbury Creative Group

8

In Year 6, we did some evaluation and some dreaming, and realized we needed to “get serious” with a real business structure.

Investigated a number of options to help with this (Amy Wong shared a bit)

We ended up choosing EOS
I knew a number of entrepreneurs
loved the simplicity of it.

Now I am going to let Shelly is going to share a little about this Solution and how we did it.

THE INTEGRATION

SHELLY HOFFMAN

Marbury Creative Group

9

I'm Shelly Hoffman, Partner and EVP — accountable for new business.



EOS is very focused and process-driven.

Question — how many of you have heard of EOS? How many use it?

It helps US focus ON the business while we continue to work IN the business.

It was a BIG CHANGE!!! You can imagine a company of creative thinkers having to follow more processes!

But you really need to have a person take responsibility for structure. We call it operations, in EOS they call it “the Integrator.”

THE INTEGRATOR



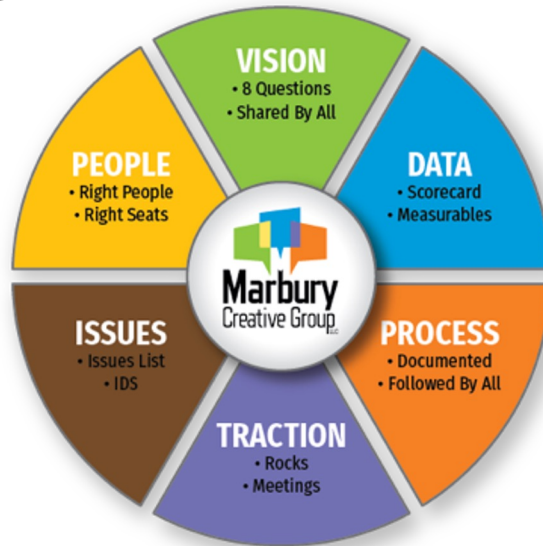
At our Year 7 - 2017 - we hired a TRUSTED friend of Rob's.

A retired military guy who used to run operations for U.S. Air Force Bases
(Some of you may have met Vann Mathis)

He loved processes and so Rob gave him the E.O.S. Book "Traction" and asked HIM to write a report on it and tell us if he could get our agency up and running on EOS.

He did it!

6 AREAS OF FOCUS



VERY QUICKLY:

EOS is made up of 6 components:

People. Process. Data. Vision. Issues. Traction.

This is where the Visionary and the Integrator Focus — and they bring the rest of the team along.

THE TEAM



ROB MARBURY
PRESIDENT &
CREATIVE DIRECTOR



SHELLY E. HOFFMAN
PARTNER & EXECUTIVE VP



STACEY ZIMMERMAN
VP OF OPERATIONS



STACY BEDSOLE
VP OF STRATEGY



JOHN CLAVIJO
VP OF PRODUCTION
& TECHNOLOGY



HEATHER TAYLOR
ACCOUNT DIRECTOR



HALEIGH STINSON
ACCOUNT MANAGER



BETH KIRTLAND
ACCOUNT MANAGER



EMILY HENNESSEY
ACCOUNT COORDINATOR



ERIN STEPHEN
SOCIAL MEDIA MANAGER



MARISSA RUBIN
SOCIAL MEDIA SPECIALIST



SAM GROVE
CREATIVE MANAGER



CAROL ARMITAGE
SENIOR ART DIRECTOR



DAVID DODSON
DIGITAL DIRECTOR



LAURA TAYLOR
SENIOR GRAPHIC DESIGNER



GRACE HALLEY
GRAPHIC DESIGNER



NINA HARDIN
WEB COORDINATOR



SAM DODSON
VISUAL MEDIA COORDINATOR



Here are our people and their TITLES — CURRENTLY.

We began to look at what each person could offer, and we developed an Accountability Chart (you'll hear more on this in a moment).

OUR VALUES



HAVE
FAITH



BE CREATIVE
IN ALL THINGS



BE THANKFUL AT
ALL TIMES



LOVE & LAUGH
OFTEN



STUDY & ENJOY
RELATIONSHIPS



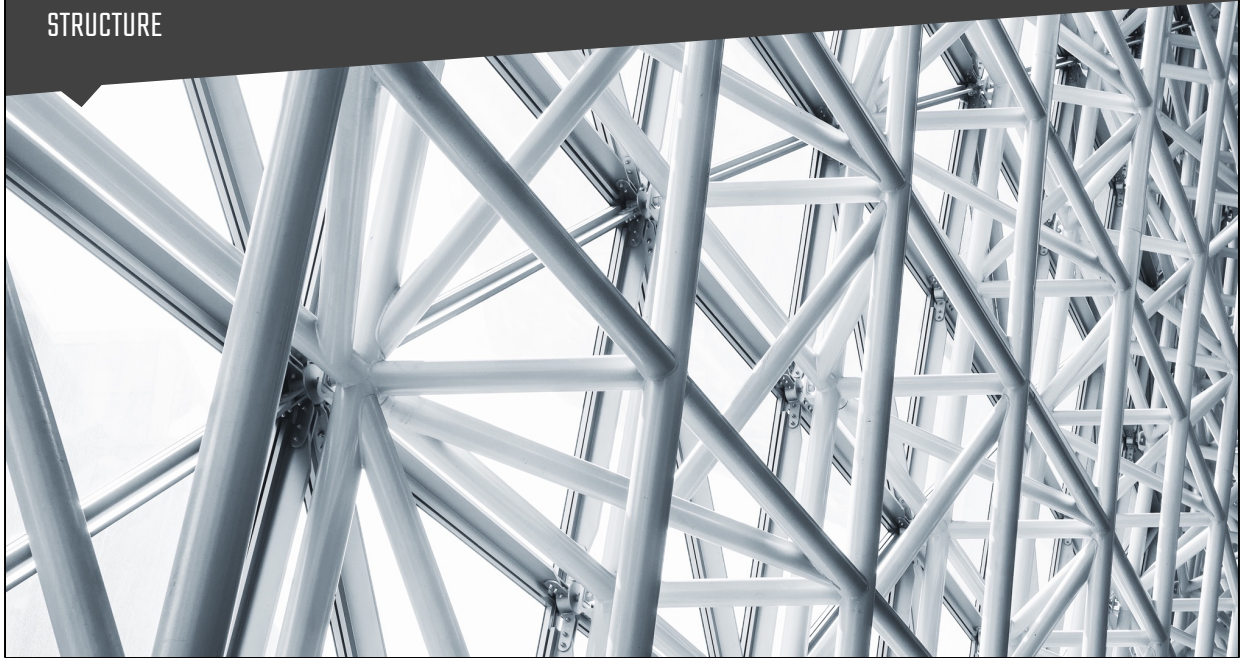
14

One of the best things we did right out of the gate was to bring out our CORE VALUES.

These have been consistent since 2018.

We hire, fire and even choose clients based on them!

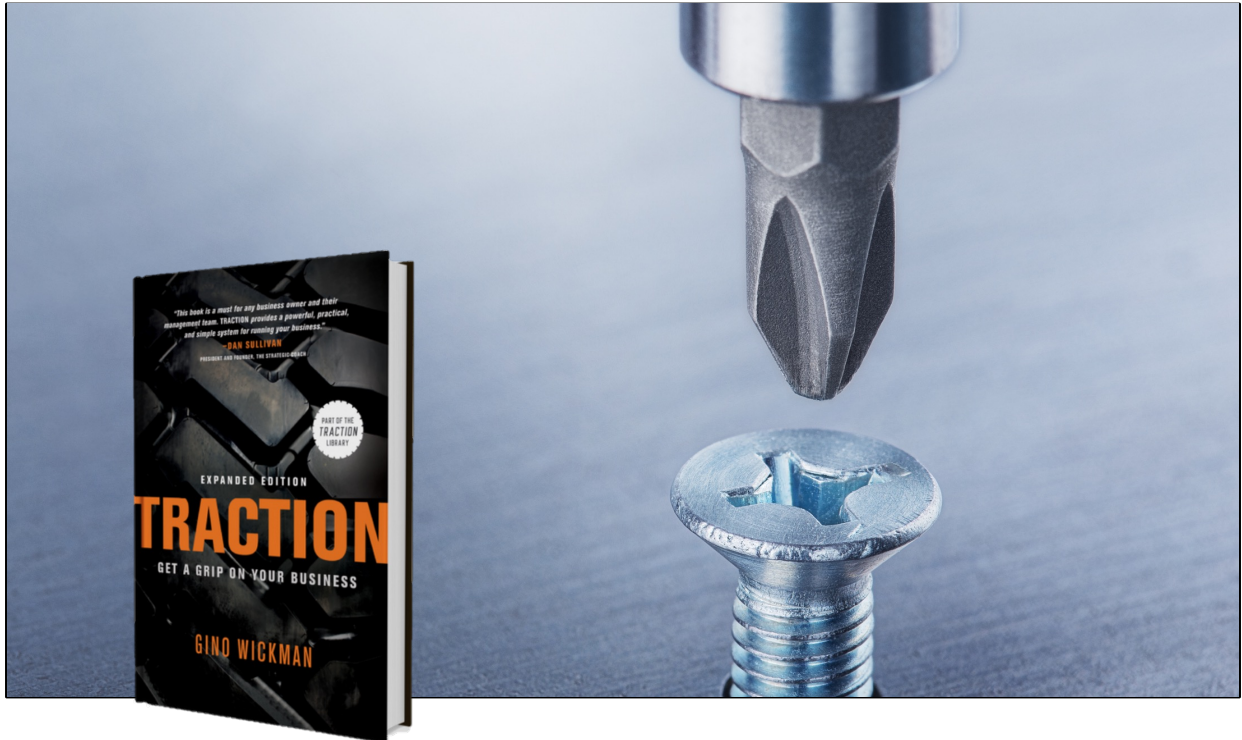
STRUCTURE



Of course not selling EOS.

We would recommend it — but there are many different business operations systems that you could look into.

The point is: **We got better as a business because of the STRUCTURE.**



We realized in 2021 that there was still room to TIGHTEN UP on EOS.

Vann left for greener military pastures, and we found a former LEGAL Operations Director that I knew personally.

This time I asked HER to read “Traction” and tell us if she could get us further into it.

She loved it — and I am going to let my friend and our Integrator Stacey Zimmermann “bring us home” with some outcomes.

THE SHARPENING

STACEY ZIMMERMANN

Marbury Creative Group

17

My name is Stacey
VP of Operations and EOS Integrator.

I joined Marbury in December of 2021, and was really impressed by EOS.

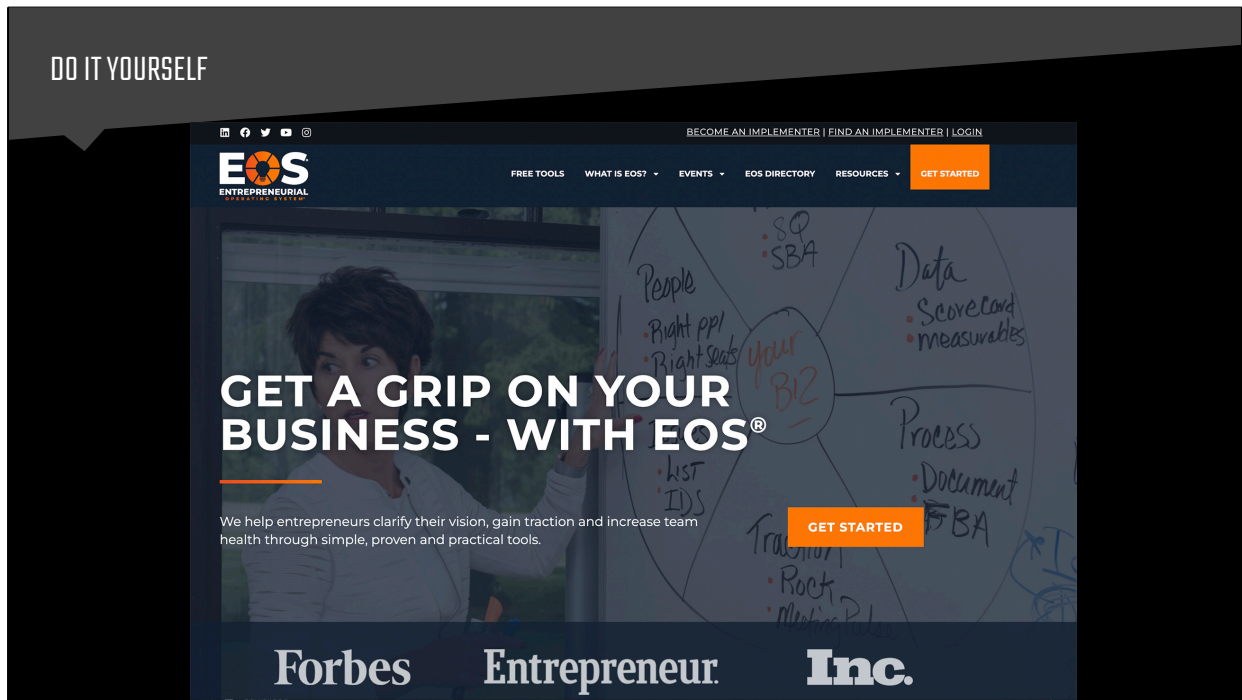
HERDING CATS



EOS gave some structure to the business (which I love) as well as tools to help me “wrangle” these creative cats!

Starting with our creative director Visionary (Rob), and fast-moving Partner and EVP (Shelly).

It also helps all the creatives and entrepreneurial souls understand MY ROLE



EOS is available out there — and it is possible to start implementing it yourselves. You can find lots of tools and videos online.

(that’s what Rob, Shelly and Vann did for the first 4 years)

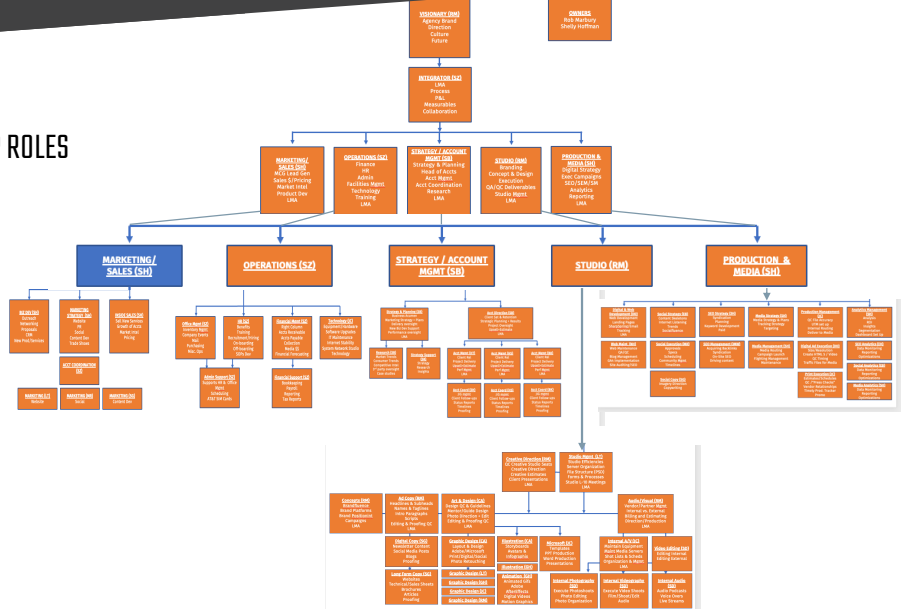
NOW we are working with an EOS Implementor (Certified in helping companies implement EOS) to run our Annual Meetings.

Our implementer is Brent Stromwall, and he helps us do it RIGHT — holds us accountable.

I’ll cut to the chase and share a few highlights that we recognized last year (2022), our first “Truly Committed” year.

ACCOUNTABILITY CHART

4 LEADERSHIP ROLES
5 CORE AREAS
68 SEATS
18 PEOPLE



First — we built out our Accountability Chart — 68 seats for 18 people.

We are hiring and firing on our Values – as well as our team’s ability to GET IT, WANT IT and CAPACITY TO DO IT to fit these seats.

This shows who is accountable for what tasks — and indicates where there is room to hire.

The Level 10 Meeting

5 L-10s

- Leadership
- Studio
- Account Team
- Digital & Social
- Technology & Ops

1,055 Issues Solved 2022



Day: _____ Time: _____

Agenda

Small Talk	5 min
Scorecard	5 min
Goal Review	5 min
Customer/Employee Headlines	5 min
To Do List (Action Items)	5 min
Issues IDS (Identify - Discuss - Solve)	60 min
Rate the Meeting (Was it valuable)	5 min

We got serious about our meetings. There is a specific way that EOS has you run meetings to keep them ON TIME and STRUCTURED.

We Identify, Discuss and Solve the most important ISSUES in priority in these L-10 Meetings

In 2022 we solved 1,055 issues across the agency!

Adjusted
Gross
Income

37% AGI Growth YOY

We have WEEKLY finance meetings (we've worked with Vince Dong to do even better with these),

You always hear Laurie talking about AGI — and we experienced 37% Growth in AGI YOY from 2021 to 2022.

This is largely attributed to the structure and the ability to follow it.

(I'll add it also came at greater expense - mostly salaries - so Net Profit YOY was only slightly higher, but still growing!

FEELING OVERWHELMED?



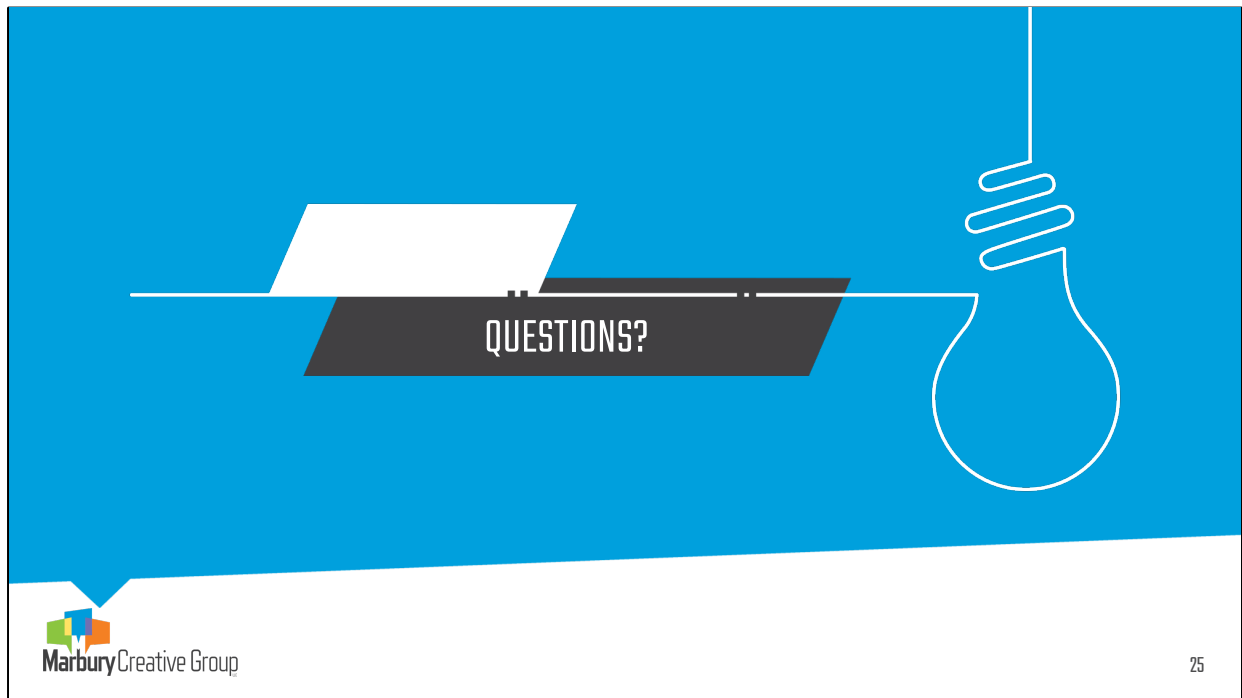
Shelly outside Rob's Office.
2010

All this to say that if you find yourself tired of handling parts of the Business you shouldn't be doing...
If you feel like you've hit the ceiling in terms of your agency's growth....
If you need some structure to position your agency for sale and to show progress...
It may be time to try something like EOS.
It's worked for us, and we'd love to help other agencies who found themselves in our shoes.

GIVE STRUCTURE A TRY!



It's worked for us, and we'd love to help other agencies who found themselves in our shoes.



Feel free to reach out to myself, Shelly or Rob if you would like to learn more about our journey.
In the meantime, are there any Questions?