

HERDING CATS:

"A futile attempt to control that which is inherently uncontrollable."



Sarah Anderson

# Herding Cats

The Challenges of Leadership  
in Advertising Agencies:  
A UK Perspective

**Uo**  
**N** University of  
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# Agenda

A landscape image featuring a paved path that leads from a dark, stormy sky on the left to a bright, sunny sky on the right. The path is flanked by a dark, rocky area on the left and a vibrant green field on the right. The sky is filled with large, white clouds, and the overall scene suggests a transition from a challenging past to a bright future.

**Changing Landscape**

**Leading and maintaining your team**

**Client agency: achieving IMC**

**Challenges: the future**

# Changing landscape

A landscape photograph showing a paved path on the left that leads towards a green field on the right. The sky is filled with large, white, fluffy clouds. The overall scene suggests a transition or a path leading to a new, open area.

**Rapid tech changes**

**Growth of Inhouse**

**Role of agencies**

**Increased competition**

**Working with Millennials**

# Leading and keeping your team

**Credibility**

**Curiosity**

**Clarity**

**Collaboration**

**Consistency**

**Care**

## Qualities with a mean >4

**Integrity**

**4.47**

**Collaborative/team orientated**

**4.36**

**Charismatic**

**4.31**

**Performance orientated**

**4.22**

# Client /Agency: Leadership achieving IMC

## Working with clients

**More of an integrated role**

**Working as partners / Collaboration**

**Clarity & trust**

**Too much emphasis on short term goals**

**Too much emphasis on digital**

## Working with multiple agencies

**Consistency of message**

**Openness & clarity in set up**

**Allocation of responsibilities**

**Transparency**

**Infighting & job grabbing**

# Challenges: the future

**Getting & keeping good staff**

**Finding developing & retaining talented agency professionals 4.21**

**Staff diversity**

**Maintaining relevance**

**Dealing with changing client agency relationships 3.94**

**Changing agency role**

**Negotiating digital/social media trends 3.73**

**Pace of change**

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