

DRIVING CONSULTANCY CULTURE



DRIVING THE CULTURE AND ABILITIES of a business is all about the development of its people, its greatest asset. Its culture embodies the entire personality and skill set of the business. One thing that separates one company from another is its character, in the form of attributes such as purpose, buzz, collaboration, team decision-making capability and commercial awareness.



1 HELPING TEAMS TO BE MORE EFFECTIVE

We could write a book on the many ways managers of Synergist-using businesses define team effectiveness to us, but here are a couple of views to get going...

- *"It [Synergist] empowers people. Everything is more transparent. It helps everyone to see how they can be more effective and more profitable from then on, and give better client service at the same time."* Steve Lawrence, Operations Director, LHM.
- *"It's educating the team. They make better decisions now. It promotes self-education. Team members are much more aware now of what costs go into a job."* Nigel Wilson, Managing Director of a project-based business.



2 TRANSFORMING BUSINESS DECISION-MAKING

Can difficult decisions be made easier to make? Yes, say managers we spoke to...

- *"You need something to help reconcile your head and your heart. Before Synergist we had a big heart but we would work like headless chickens. Now, the data helps us make better decisions. It also helps us focus on our point of difference."* Kent Valentine, Director of London-based Draw.
- *"Synergist makes it easier to make those tough decisions about jobs, because the information is there to back up your hunch."* Ian May, Director of a project-based business.
- *"It helps us in our decision-making as reporting is easily available. This helps us make on-the-spot decisions on many varied issues as well as more strategic ones regarding focusing more on the most profitable areas of work."* Alexandros Iakovidis, Managing Director of consultancy Europe Economics.



3 LIFTING COMMERCIAL AWARENESS

The Association of Graduate Recruiters commissioned a survey to discover the top skill shortages in the UK. *Commercial awareness* came top, cited by 67% of respondents. We asked Synergist-using business managers for their views.

- *"When young graduates join us and work on small clients, the data now lets them be strategic. They understand the money side of things right away. It's such good career experience for when they are promoted to handling larger clients."* Phil Robinson, Founder & CEO, Clickthrough.
- *"It's been an education for the team. It gives so much more knowledge to the account directors, for example. It's increased the financial knowledge to non-finance staff tenfold."*
- *"It's given them more of a sense of responsibility, more discipline. The team have become much more commercially minded now. They understand margins. It's also helped our account managers and account directors earn more from existing clients"* Steven Hunt, Financial & Commercial Manager, Tayburn.

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4 HELPING CONSULTANCY AND CLIENT ALIKE

The CEO of a Synergist-using business brought to our attention the notion that their system helps three parties simultaneously:

- *“So much flows from the proper tracking of time, benefiting the agency, employee and client alike.”* Phil Robinson, Founder & CEO, ClickThrough.

How do those three elements work together, exactly?

1. **Consultancies** want systems for live job visibility and to help estimating, profitability, scalability, scheduling, invoicing and overall control.
2. **Employees** win by raising their strategic value to the business, making better-informed decisions and grasping the bigger picture for the firm.
3. **Clients** value the improved information, the faster responses to queries and the improved transparency, increasing trust levels.



7 IMPROVING TEAM COLLABORATION

One of the founders of a London project-based business spoke about the complexity of throughput in a busy business. For him, collaboration is all about having every member of the company connecting up.

- *“Every day, every person in the agency interacts with Synergist one way or another.”* Simon Butler, co-founder, Purestone.
- *“Every team member is constantly making decisions. Synergist gives us the tools to understand how we spend our time and how our clients use that time.”* David Ladds, Director of Bladonmore.

6 RUNNING EACH AREA ‘LIKE A LITTLE COMPANY’

Entrepreneurship at the individual level has been identified as one of the ways companies become successful. Can Synergist help?

- *“It’s helped us change our culture. Lisa’s job [Director of Finance] has become more strategic, and people are empowered to run their own departments like proper little companies now.”* Phil Robinson, Founder and CEO of ClickThrough.

8 ACHIEVING HIGH TIMESHEET ADOPTION

- *“Timesheets are accessible from wherever you happen to be, making the task more practical and less onerous for the creatives and the account management team.”* Andy Wainwright, Operations Manager, Fifth Ring.
- *“[With our previous system] our people weren’t seeing any benefit to themselves from filling in the sheets. So it was a chore for them. In truth, we couldn’t really demonstrate much benefit ourselves, because we couldn’t show how it really affected the end result of a project. [Now, with Synergist] when we explain that it helps us to be more selective about which jobs we take on now, that helps a lot. It means better margins, less stress, less time wasted on projects that don’t deliver for us, better salaries in the long run.”* Steven Hunt, founder of consultancy Steven A Hunt & Associates.

5 IMPROVING THE SENSE OF PURPOSE AND BUZZ

Can implementing a consultancy management system make a positive contribution to the business’s buzz and purpose?

- *“[Synergist] is a tool that can help rally people to a purpose and help them understand things that seemed impenetrable or irrelevant to them before.”* Kent Valentine, Director of Draw.
- *“It’s an amazing place to be. Having Synergist is a game-changer. You can sit down and see the whole picture, make a change in one department, and then the account managers see it and act on it.”* Phil Robinson, CEO, ClickThrough. *“It’s helped us change our culture. It creates a new sense of calm that we can track it all.”* Lisa McLaren, their Director of Finance.
- *“There’s a buzz here. ‘Better Together’ means get the right people together from the outset, share things and collaborate with the best. We have 40 people here now. They all use Synergist and access the same data.”* Steven Clark, Financial Commercial Manager, Tayburn.

