

WHY Implications

... for your organization

March 2021

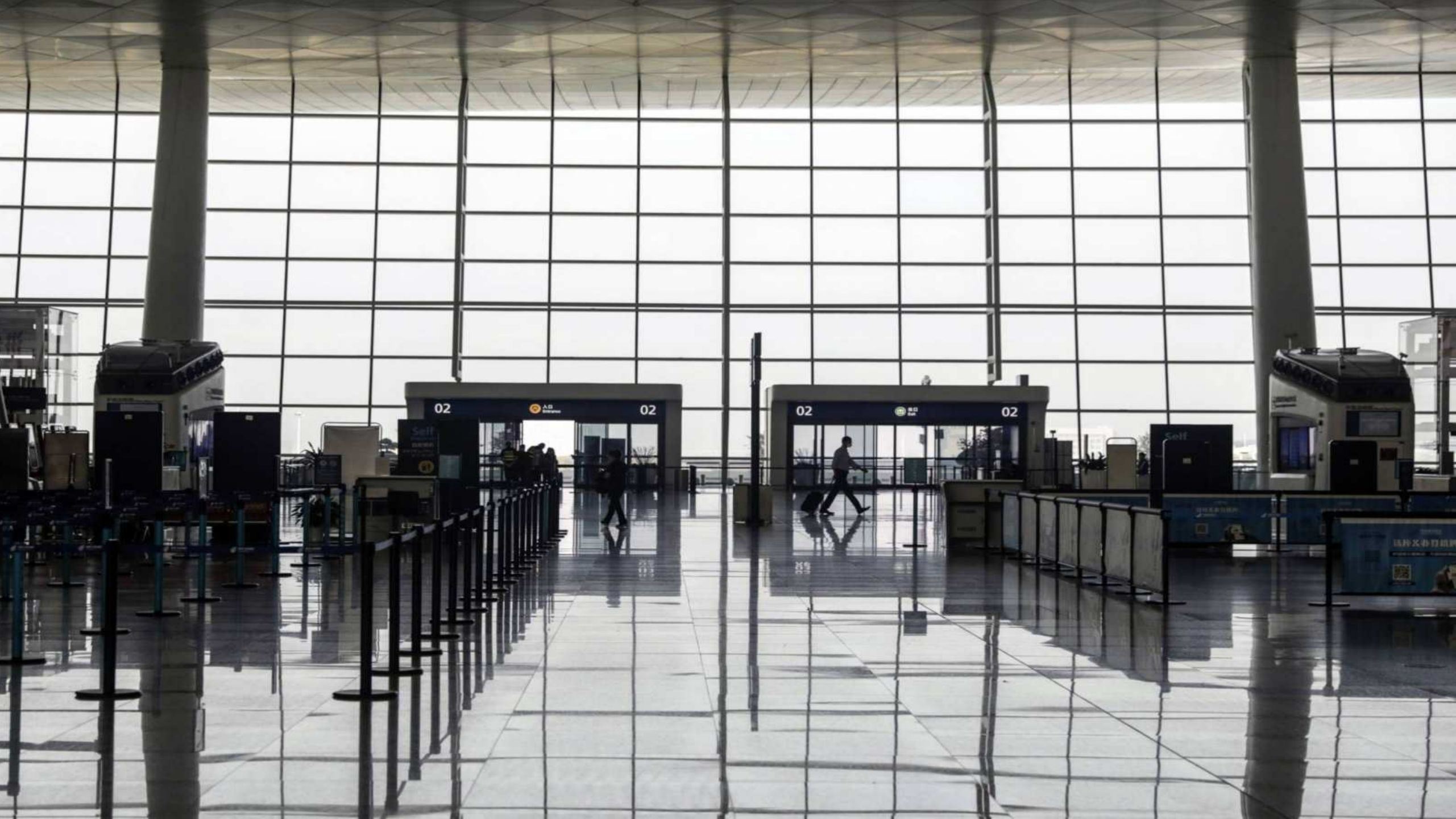
Two very special months..

A close-up photograph showing a blue nitrile glove holding a small, clear vial. The vial has a white label with a barcode and the text "COVID19-vaccine". The background is dark, and the lighting highlights the texture of the glove and the contents of the vial.

COVID19-vaccine







BLACK ROCK



To be used on a show of hands		To be used in the event	
For*	Against*	No. of Votes For **	No. of Votes Against**

IRG1000 Leadership Program - WPP Preview

Module 1 - Why

- Personal Introductions
- Humanized Growth Study
- Sparring session
- Leadership: Personal Passion & Purpose
- Leading Humanized Growth
- Humanized Growth
- WHY: Implications for your Organization

 Growth Opportunities



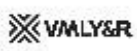
Module 2 - What

 Growth Ambition



Module 3 - How

 Growth Plan



Impact & Evaluation

Meeting with your CEO



Nick Lawson
Global CEO
MediaCom

May 17 - 9:30 AM ET



Jon Cook
Global CEO
VMLY&R

May 17 – 8:00 AM ET

Today

- Humanized Growth **Learning**
- Humanized Growth **Opportunities**
- Module 1 Evaluation
- Module 2 & Next Steps

Milestone 1: Growth Opportunities

Key Learnings Online Survey

- 20% below average on "Evolving Experiences"
- 10% below average on "Open Culture"
- On par with overperformers on pride around **brand purpose**

Key Learnings Stakeholder Interviews

- Global **employee engagement** low
- **Brazil**: overdelivering on employee engagement

Business Growth Opportunities

1. Leverage momentum around brand purpose to increase employee engagement
2. Leverage best practices on a global scale

Personal Growth Opportunities

1. Bring more meaning to my work



Milestone 2: Growth Ambition

Business Growth Ambition

Colleagues:

Use brand purpose to **drive employee pride and engagement** and marcom efficiencies

Customer:

Innovate against purpose to develop breakthrough new products that **improve consumer's lives**.

Community:

Activate brand purpose in communities to make a positive **societal impact**

Capital Markets:

Shift to more emotional positioning territory to **increase consumer salience** and **grow market share**.

Personal Growth Ambition

1. Elevate the relevance of my own role, through **inspiring storytelling** around the purpose
2. Demonstrate the business driving role of marketing amongst senior management by being **impact obsessed**.



Milestone 3: Growth Plan

Business Growth Plan

1. Regenerate own offices in 10 lead markets by repainting them, using own staff
2. Innovate and/or roll out innovation best practices to make the painting journey a more easy and pleasant one
3. Single campaign operating in key markets
4. Share best practice from Brazil – roll out community regeneration projects.

Business Growth KPIs

1. KPI: 'I am proud to work for' up by 10% in next year employee survey
2. 10 cross-regional innovation projects by end 2021 (reduction from 50 local projects)
3. Advertising cost reduction of \$10% by end 2021
4. 200 painters trained by end 2021 across lead markets

FINANCIAL RESULT:

- Sales +4% globally for 2021
- Market share growth of minimum 3% across 10 lead markets by end 2021

Personal Growth Plan

1. Engage with country teams - inspire them around the purpose and help build required skills and toolset
2. Push global brand team members to fast forward roll out of innovations to demonstrate business impact

Personal Growth KPIs

360 review demonstrating **1 full point increase** in scores on "**inspiring storyteller**" and "**speed and impact obsessed**" (on 5 point scale)



Milestone 1: Growth Opportunities



Key Learnings
Online Survey



Key Learnings
Stakeholder Interviews

1

1



Business Growth Opportunities

2



Personal Growth Opportunities



WPP Preview, IRG1000 Leadership Program VMLY&R Benchmark Report



Milestone 1: Growth Opportunities



Key Learnings
Online Survey



Key Learnings
Stakeholder Interviews



Business Growth Opportunities



Personal Growth Opportunities

3



Exercis

In Agency teams we will:

- Review top level survey results
- Select the most important humanized growth **learnings**
- Select and prioritize the most important humanized growth **opportunities**



40 min

Exercis

Evaluation of the IRG1000 Program WHY Module



5 min

Exercis

**Go to your breakout
room NOW please**



40 min

IRG1000 Leadership Program - WPP Preview

Key

Collective zoom

Individual online

Core team

Module 1 - Why

Personal Introductions

Humanized Growth Study

Sparring session

Leadership: Personal Passion & Purpose

Leading Humanized Growth

Humanized Growth

WHY: Implications for your Organization

Growth Opportunities

Module 2 - What

Abundant Markets

Multiple Business Models

Sparring session

Leadership: da Vinci Growth Attitudes & Behaviors

Evolving Experiences

WHAT: Implications for your Organization

Growth Ambition

Module 3 - How

Open Culture

Sparring session

Anticipative Organization

Whole-Brained

Leadership: Embracing Diversity for Growth

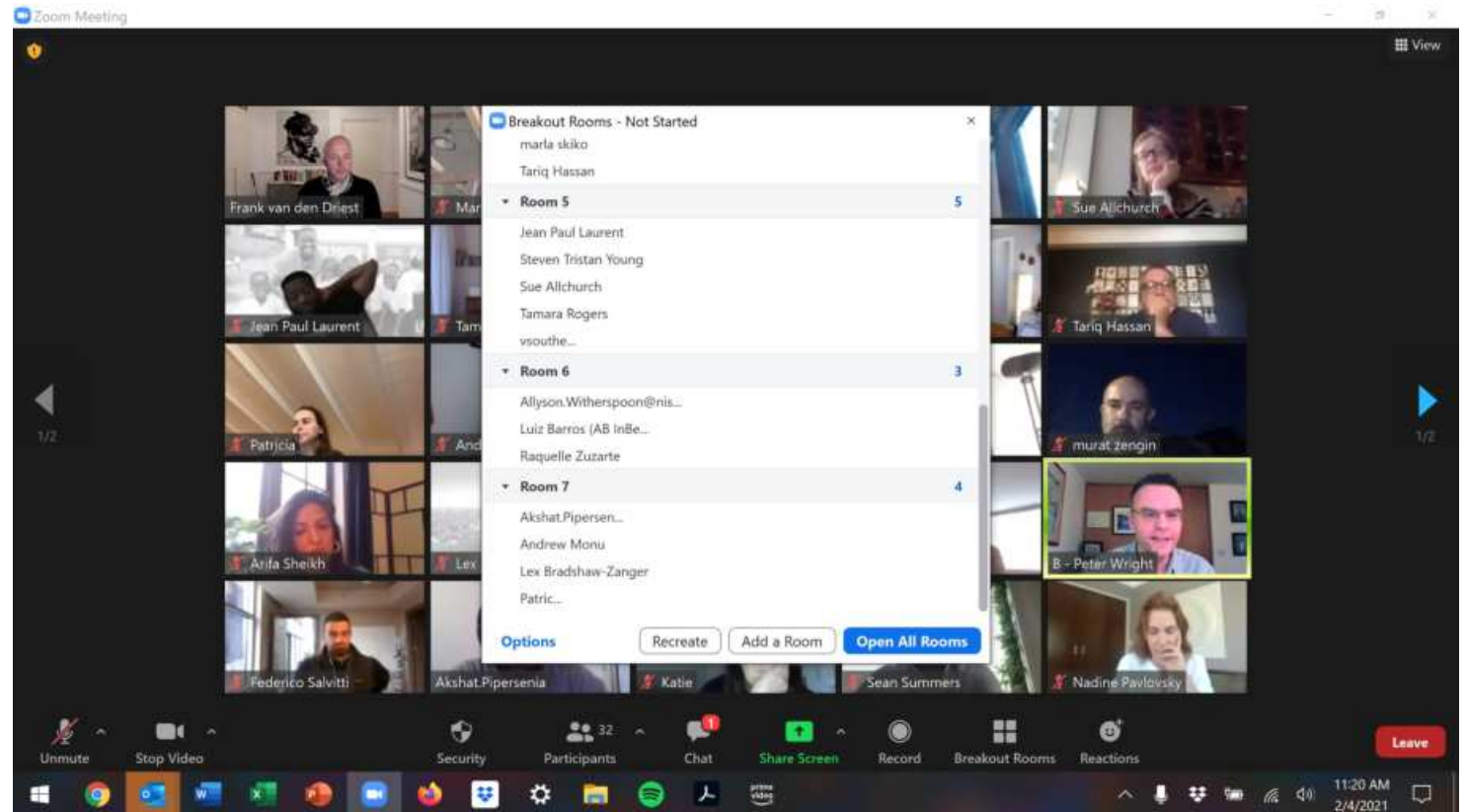
Sparring session

HOW: Implications for your Organization

Growth Plan

Impact & Evaluation

Core Team Sparring Session



Spotting and riding the right wave

43%

86%

Assess and understand market developments

One version
of the truth
for all



34%

67%

Ability to link different data
sources to distil insights



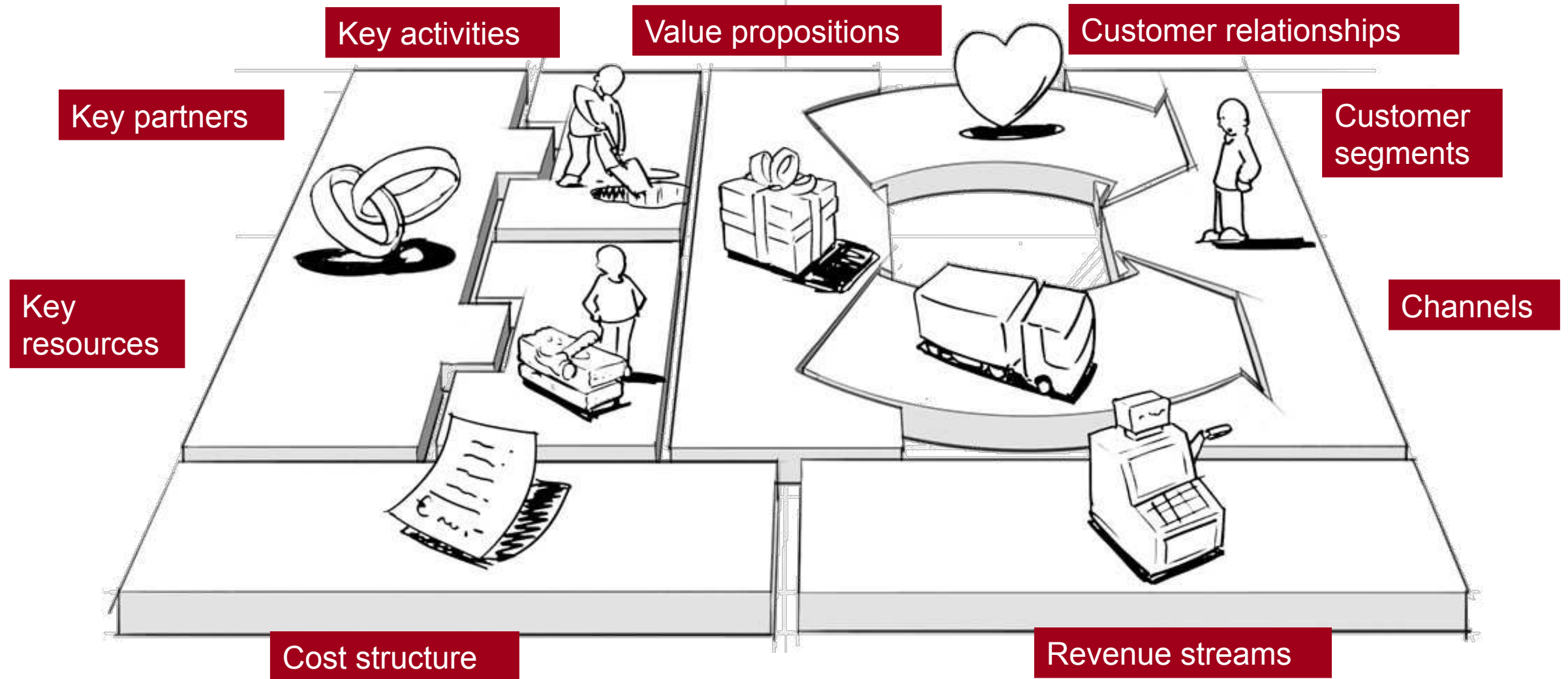
**Overperformers
play chess and
checkers
simultaneously**

39%

71%

**Willingness to accept new
business models**

Business model canvas



IRG1000 Leadership Program - WPP Preview

Key

Collective zoom

Individual online

Core team

Module 1 - Why

Personal Introductions

Humanized Growth Study

Sparring session

Leadership: Personal Passion & Purpose

Leading Humanized Growth

Humanized Growth

WHY: Implications for your Organization

Growth Opportunities

Module 2 - What

Abundant Markets

Multiple Business Models

Sparring session

Leadership: da Vinci Growth Attitudes & Behaviors

Evolving Experiences

WHAT: Implications for your Organization

Growth Ambition

Module 3 - How

Open Culture

Sparring session

Anticipative Organization

Whole-Brained

Leadership: Embracing Diversity for Growth

Sparring session

HOW: Implications for your Organization

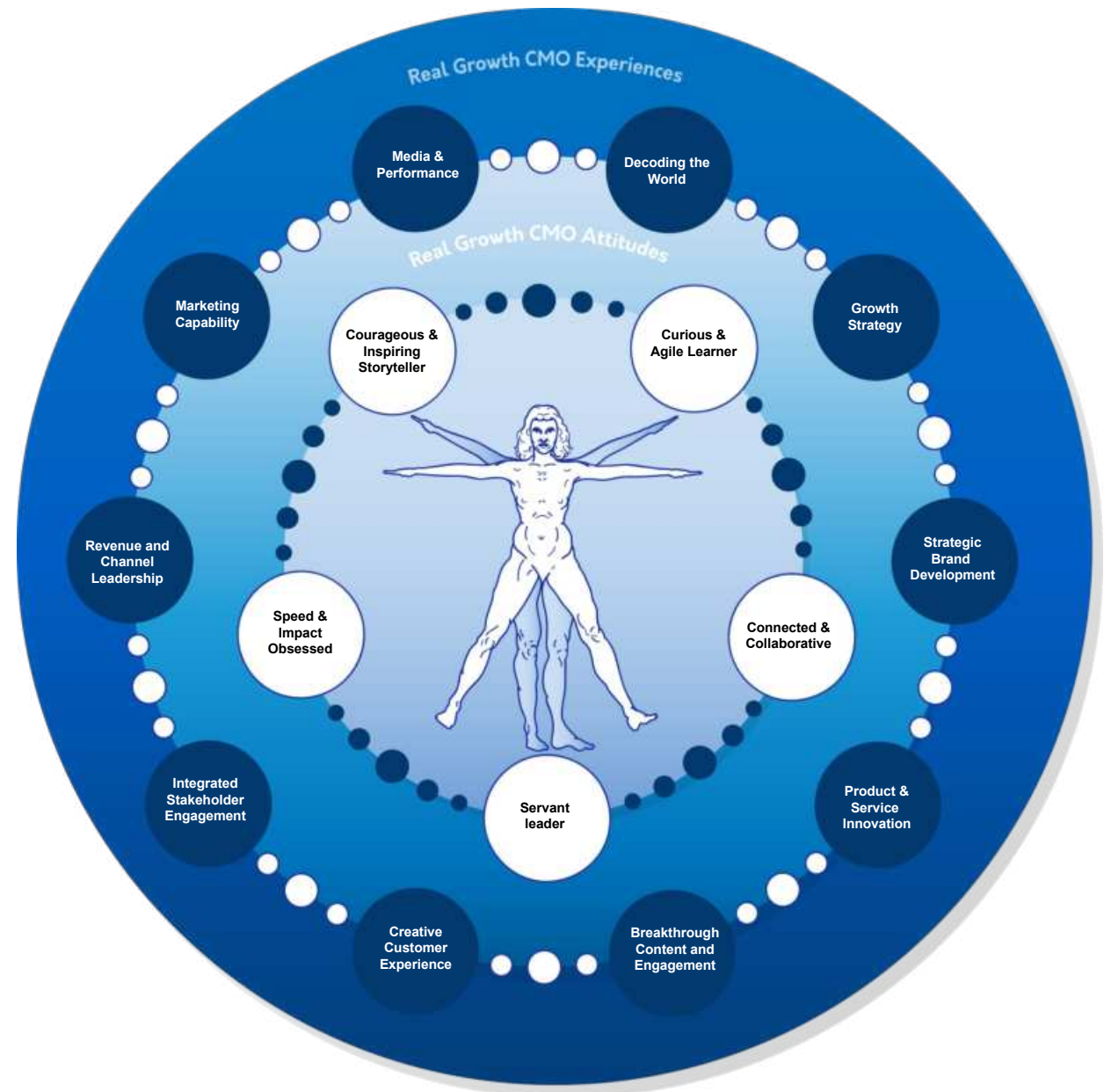
Growth Plan

Impact & Evaluation

The Da Vinci Growth CMO



SpencerStuart





Deepak Chopra

Author

Friday March 12

9 AM EST | 2 PM GMT | 10 PM CST



[Register here](#)

Hosted by IRG Founder **Marc de Swaan Arons**



Kees Kruythoff

Chairman & CEO

Friday March 26

9 AM EDT | 1 PM GMT | 9 PM CST


the LIVEKINDLY co.

[Register here](#)

Hosted by IRG Founder **Marc de Swaan Arons**

See you in 3 weeks!