

One Company's Makeover

A large regional ad agency's management committee recognized that although the company was growing, improvement was needed to become more attractive to young, gifted talent. The agency called in Turknett Leadership Group for a culture and retention audit. After a company-wide, web-based survey with hundreds of questions plus personal interviews with the company's 10 department heads, change began to happen.

The good news: The company scored high on ethics and honesty. The bad news: One department was dominating another, hurting performance. The solution was to bring in a confident, experienced director to change that. Results also showed that processes needed improving, people wanted more training and development, and the office looked more like a basement operation than an ad agency.

The result:

Many things have changed, new computers were ordered, and the office looks great—the walls, furniture and even the business cards match. This was not a company in trouble, but to grow and move in the direction they wanted, they just needed to change some things.



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“Turknett has proven to be a terrific ‘value-add’ to our organization, helping to improve our performance in several ways. Our experience with Turknett made an incredible contribution to the organization and to the bottom line.”

~ Turknett Client