

The 5 Stages of Agency Management Grief



2020

Day

Week

Month

Year

Jan

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Feb

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16	17	18	19	20	21	22
23	24	25	26	27	28	29

Mar

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Apr

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May

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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Jun

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28	29	30				

Jul

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26	27	28	29	30	31	

Aug

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23	24	25	26	27	28	29
30	31					

Sep

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27	28	29	30			

Oct

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18	19	20	21	22	23	24
25	26	27	28	29	30	31

Nov

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Dec

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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



2020



Denial



Anger



Bargaining



Depression



Acceptance



The New Normal

decideware

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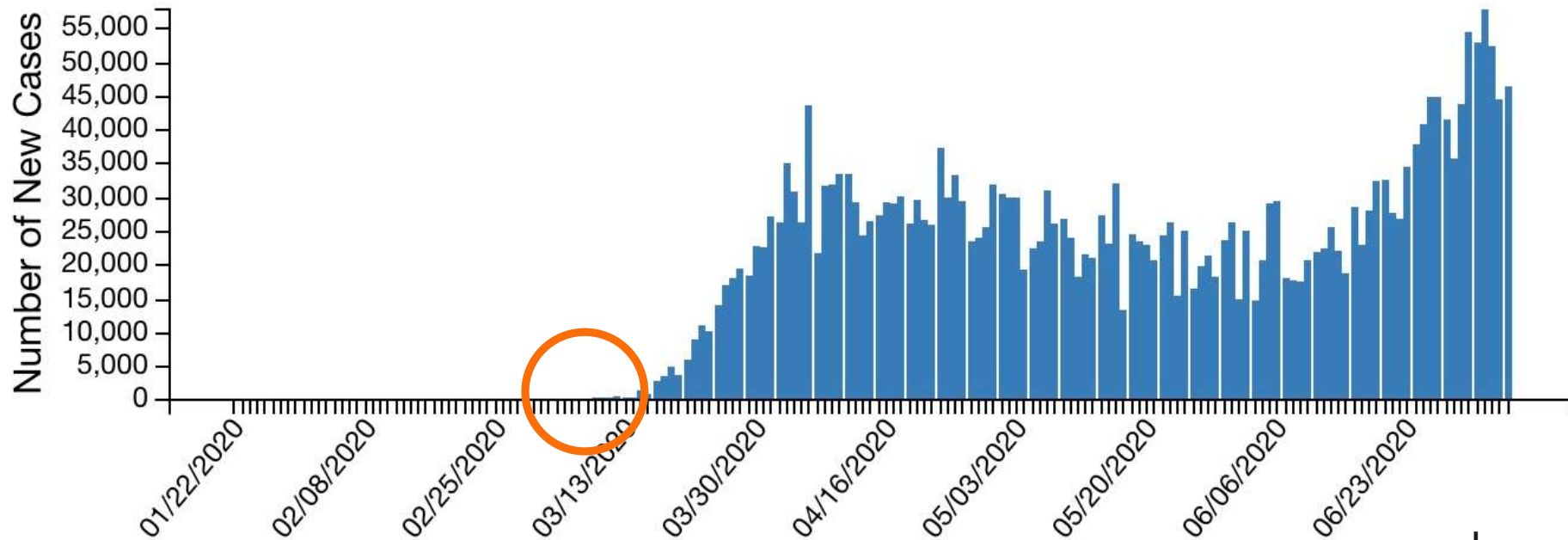




Stage 1: Denial

New Cases by Day

The following chart shows the number of new COVID-19 cases reported each day in the U.S. since the beginning of the outbreak. Hover over the bars to see the number of new cases by day.



www.cdc.gov



Europe



March 7, 2020
Return form
Europe



April 1, 2020
PA Stay at
Home Order

It's not going to effect me

My job is safe

My company is safe

It'll only last a month

It won't get bad here

We've used Zoom before

Budgets shouldn't shift much

Our agencies are fine

Our marketing plans shouldn't really change





Stage 2: Anger



2019

This is terrible

I'm so stressed

Kids, I'm trying to work

Yes, I washed my hands

I hate the grocery store

The Agency isn't Responding

My boss doesn't get it

Shut the door, I'm on a Zoom call





Stage 3: Bargaining

Personally

- With your spouse for work space & time
- Home schooling is just as good as seeing your friends
- The sprinkler is just as fun as going to the beach
- Look at the money we're saving on food out, gas, etc
- Sweat pants are "work clothes"

Professionally

- This is just short term pain
- Can payment terms be "adjusted"
- I'm sorry, we need to apply force majeure in this case
- iPhone shoots are just as effective as full production
- Reuse / repurpose is creative
- It keeps me on my toes, reworking budgets daily

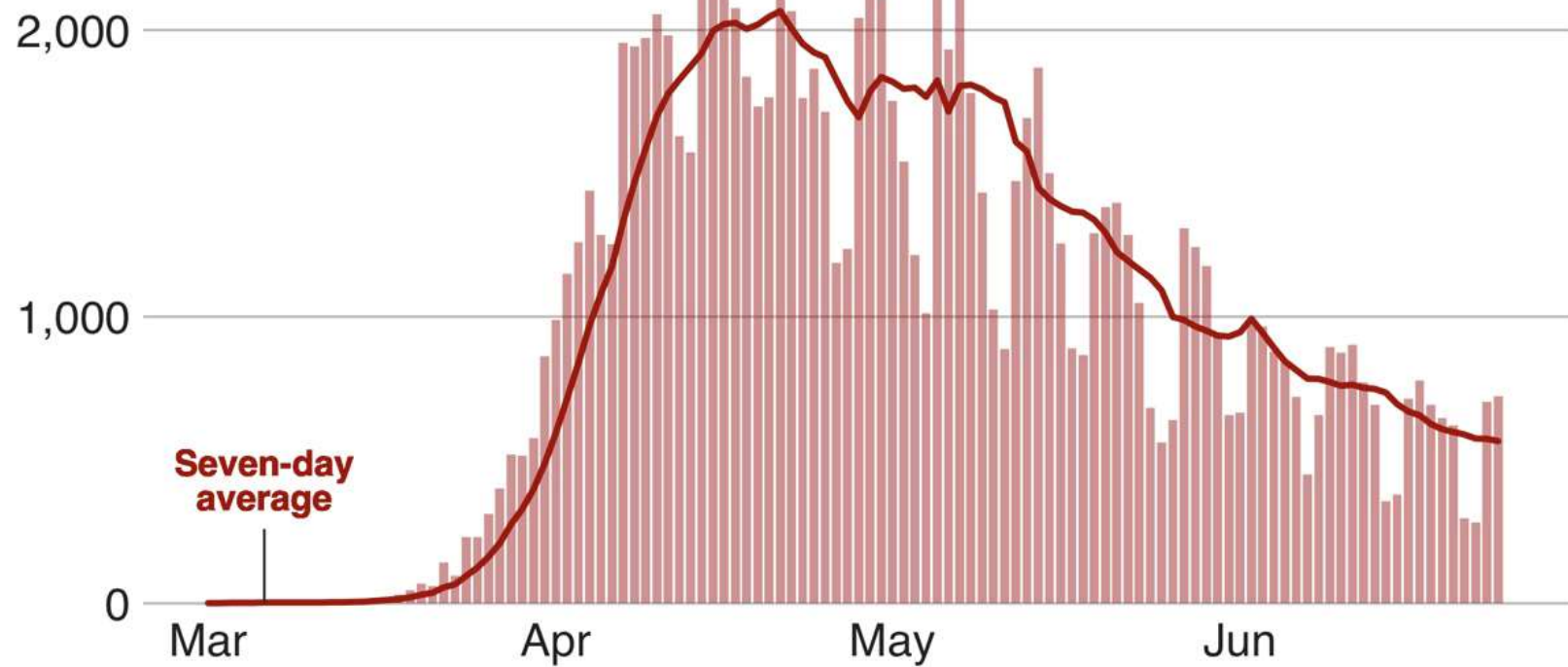




Stage 4: Depression

**You may need to
fight a battle,
more than once,
to win it.**

~ Margaret Thatcher



Source: COVID Tracking Project

BBC



Stage 5: Acceptance

Acceptance is **not** necessarily a **happy or uplifting** stage. It doesn't mean you've moved past the grief. It does, however, mean that you've **accepted it** and have come to **understand** what it means in **your life now**.

~ Healthline.com



The New Normal

3 Agency Management Tips

Tip #1:

Over Communicate



- All key stakeholders
 - Marketers
 - Operations
 - Agencies
 - Management
- All information possible
 - Budgets
 - New brand goals
 - KPI's
 - Staffing requirements
 - Resource limitations

Tip #2:

Simplify the Process



- Scope Management
- Swapping deliverables
- Flexibility in the budgets
- Eliminate marketer “noise”
- Stripped back evaluation process
- Realistic action plans

Tip #3:

Be Firm yet Understanding



- You need value for money to build brands
- You need the right staff on your business, especially with tactics and focus in flux
- Expect the best for you agencies, while understanding their unique concerns and limitations
- Provide feedback at a high level



The Decideware Agency Lifecycle Platform

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Questions A large orange question mark is positioned to the right of the word "Questions". The question mark is contained within a dark blue circle that is split vertically, with the left half being dark blue and the right half being a lighter shade of blue.