

JOSH SAYS ...
the windshield is bigger than the rear-view mirror for a reason



KNOW IT ALL
 LEARN IT ALL.
(Satya Nadella Microsoft)

How can you ACHIEVE your 10yr plan in the next **6 MONTHS?**
Peter Thiel

think DIFFERENTLY

WHAT DOES SUCCESS LOOK LIKE?

There's no going back. It's time for a new **VISION**

Connect is a whole **NEW** way.
ALL DIGITAL.
WORK ANYWHERE

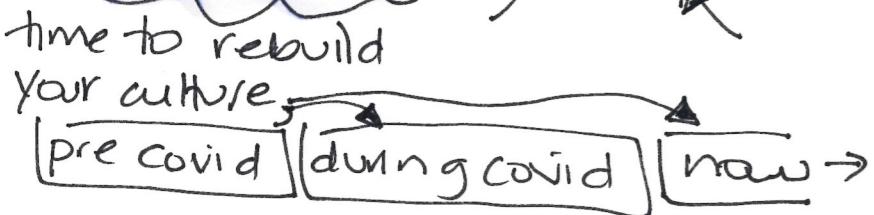
hybrid rethink processes

DIGITAL HQ
key tech stack

PHYSICAL HQ
home v office

TALENT sets the floor
CHARACTER sets the ceiling

focus on what **MATTERS** and **MOTIVATES**



the GOAL

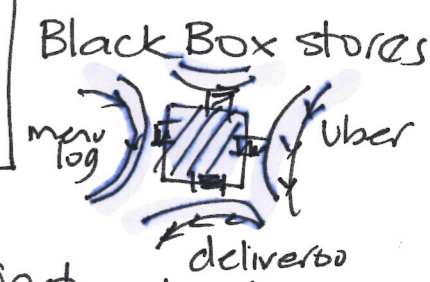
hasn't changed - **SELL-BUY-RENT**.
It's the method of delivery that has

this is the **GOLDEN ERA**

? What are the best agents around the world doing to perform at their very best

the **M** transformation (McKinsey + Co)

D digital
D drive-thru
D delivery



JOSH PHEGAN
SECRETS TO AGENCY SUCCESS

What type of agency do you **W.A.N.T** to be?

selling internationally?
3 things to do well

1. Invest ahead of the curve [infrastructure, people, systems]

2. VISION

purpose, mission, values

how do we do this [x] in a digital sense.

the reason **why** you exist

set of agreed growth marks

the set of rules we use to play the game

Backwards is never the right direction to move in life
AIDN WEISS

- generate leads
- win business
- serve

re(ward) recognise on these

BUSINESS DECISION PRINCIPLES

1. identify 1 key person → build leadership team
2. grow mk share / av \$ / vol → process technology
3. leverage to serve more
4. sustainability: longevity
5. fun & exciting

What are your key DECISIONS

functional roles
swim lanes

CULTURE

- 1 aspect of the game
- IT IS THE GAME

WORKING TOGETHER

you get the best out of me when ...
you get the worst when ...

you can count on me to ...
what I need for you is ...

leader

leader
M.O.D.E.L.

What do you think ???

Where does the customer hang out **BEFORE** they need to

relevant frequent