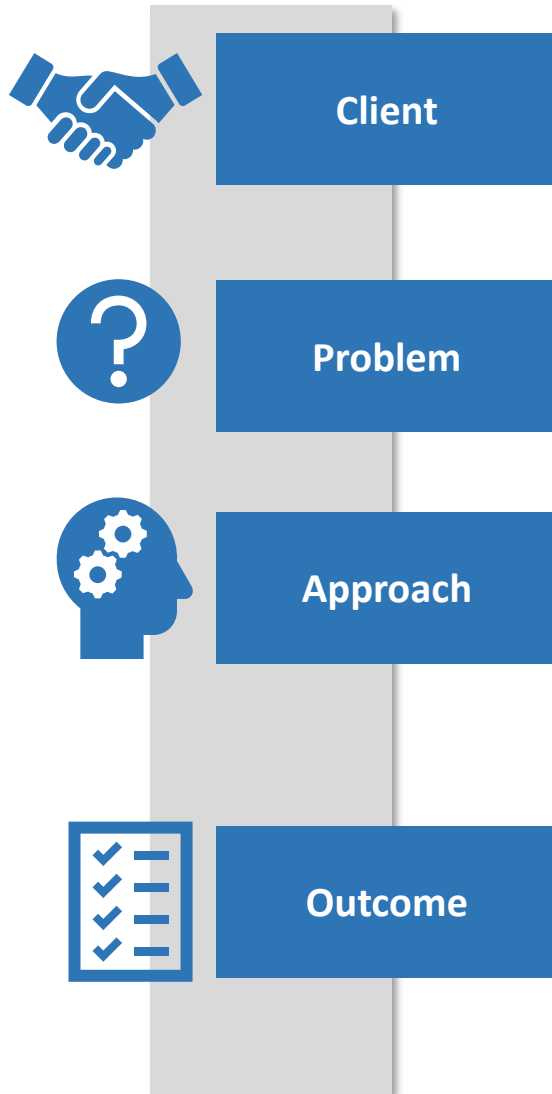


Case Study- One Connected Way of Working

Media Agency – OMD Group



- We joined OMD on their “Fearless” change journey in September 2017. Fearless is a vision for bringing OMD Groups unique skills across media disciplines to clients unique challenges in a fast moving environment. OMD saw the potential to provide value to clients through powered up, relevant expertise put to work across the agency. With clear value propositions across OMD’s expertise that will make brands matter, clients would experience OMD going beyond the brief and ahead of the game.
- OMD had a number of best-in-market divisions across a range of media services. However, due to the diversity they weren’t getting the true benefit of working as “one” agency. Sometimes this led to duplication and lacks of clarity around ways of working. OMD leadership had developed a high level operating model to realize a new future for OMD and were now looking to engage with heads of departments to detail this design. They invited Thrive at work to support them with this detailed design.
- Leveraging the work already completed by OMD, a Design Working Group was assembled to detail the future state operating model and workflow for one connected way of working. The DWG came together over 2 months to develop the new model in a series of facilitated sessions. The DWG explored, debated and provided detail to the following; “moving our business model to one connected way of working will accelerate business growth for us and our clients” . Detailed design started at the broadest view, cascading through the operating design. Constantly curious, the DWG wrestled with the future state design - what shall we do and how will we do it? Through this process the teams derived options for the best organisational structure to enable the operating model.
- By the end of 2 months, OMD had the detail design to support the current headline operating model. Including a new one connected way of working; competencies, roles and the supporting organisation structure. They had established a foundation of change to support their new way of working and shaped the future of work that can adapt through learning. The DWG had become a strong cohort of change leaders to take the design forward.

“Working with Thrive At Work was an incredible experience. They have an incredible ability to understand your business in a short space of time and deliver clear, well thought through recommendations. Would highly recommend them.” Jane Stanley, MD OMD Media Group