



# BUSINESS FENG SHUI

Lynette Xanders

2020

# FLYWHEEL OVERVIEW & CAPABILITIES

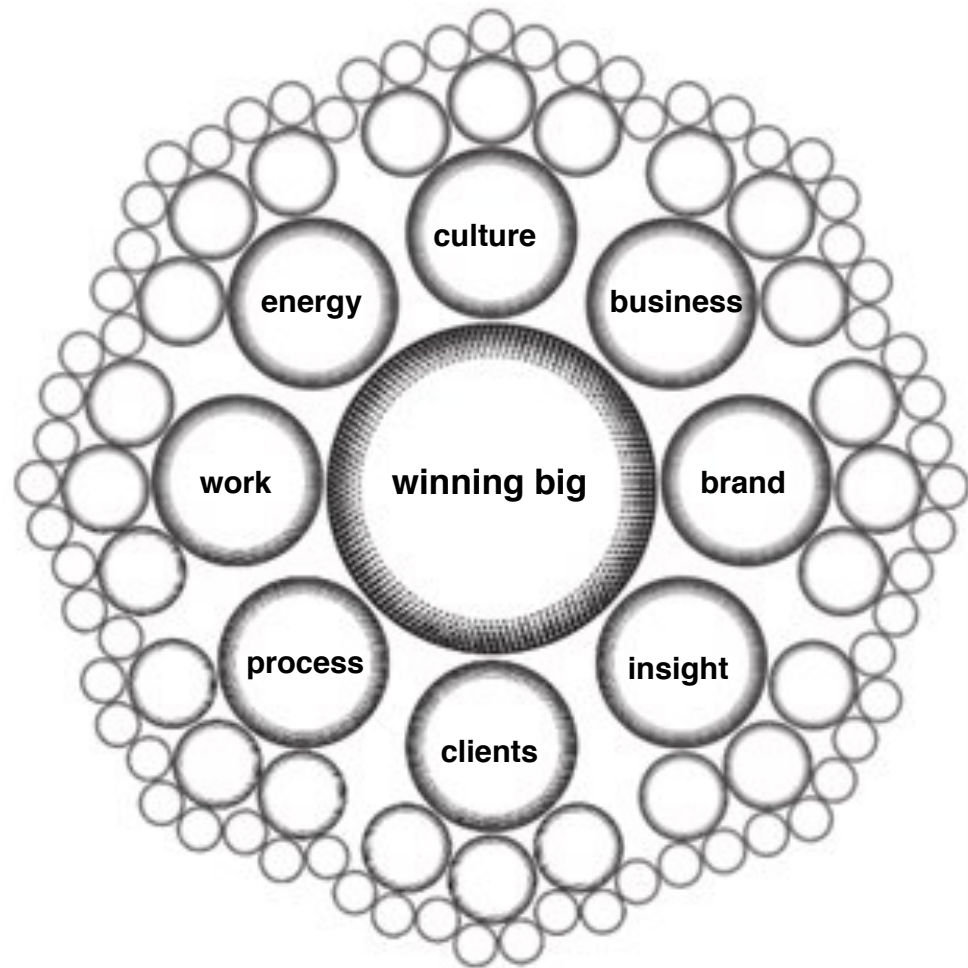
The following is a basic overview of the flywheel framework. The smaller circles are a different level that's covered elsewhere, but this is a good place to start.

There are high level descriptions of what lives in each area of heat as well as a few exercises and/or topics to cover to optimize each.

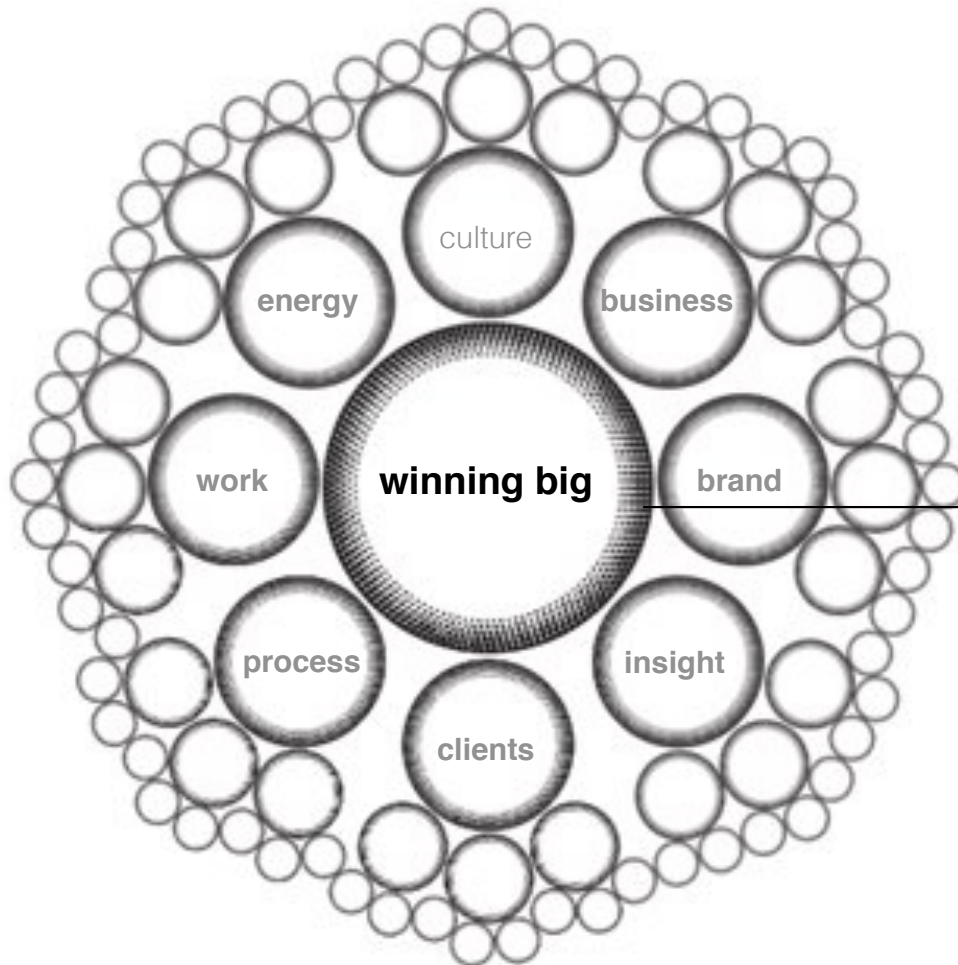
During our call, I'll give you instructions on how to implement at least one of these exercises on your own so you can begin your transformation regardless of whether we decide to work together or not.

## LEADERSHIP FLYWHEEL

These are the 'areas of heat' a creative business needs to focus on to flourish. Each needs to have metrics and next steps around them - and have alignment on them across the Leadership team. The center circle houses your definition of success - I call it 'winning big' (or flourishing)- and I've unpacked what it involves next.



## WINNING BIG : UNPACKED



**winning the war for talent  
working with lions  
doing your best work  
not auditioning  
no do-overs / waste  
having fun (together)  
solvency (less stress)  
flourishing (noble goals)**



Here are some examples of winning big for some clients.

## CLIENT GROWTH RESULTS

ALL WERE ACHIEVED WITHIN 12 MONTHS OF  
ACTIVATION

.....



TRAVEL  
OREGON

travel  
PORTLAND



**\$55 MILLION DOLLARS IN  
INCREMENTAL SPENDING**

Arkansas  
THE NATURAL STATE

ARKANSAS  
TOURISM



**256% INCREASE IN INQUIRIES +  
12% TAX COLLECTIONS**

**STEVENS**   
P A S S



**110% TICKET + 25% SEASON PASS  
SALES**

Amtrak®  CASCADES



**31% REVENUES**

  
mBank

**NEAR BANKRUPTCY TO  
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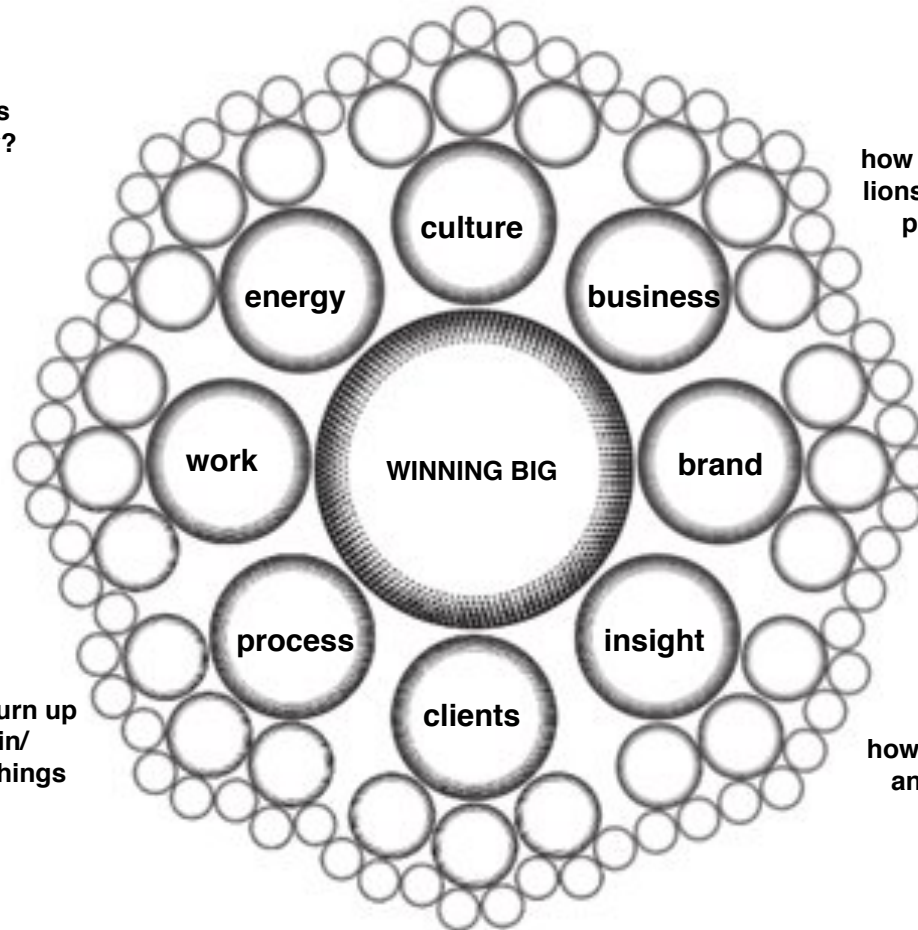


**APOTHIC WINE  
MET ITS 5-YEAR GOALS IN 6  
MONTHS**

who is the best fit for your organization? how do we work best together?  
how does your business run without your direct oversight?

## WHAT DOES EACH 'SPOKE OF THE WHEEL' ENTAIL?

how do we get more of what drives  
productivity? efficiency? creativity?



how do you lure more clients who make up the  
lions' share of your revenues? how do you get  
people to do what you want them to do?

how do you create outputs that  
spur pride internally and impact for  
your clients externally?

how do you (and how do you want  
to) come across to the world  
(clients and staff)?

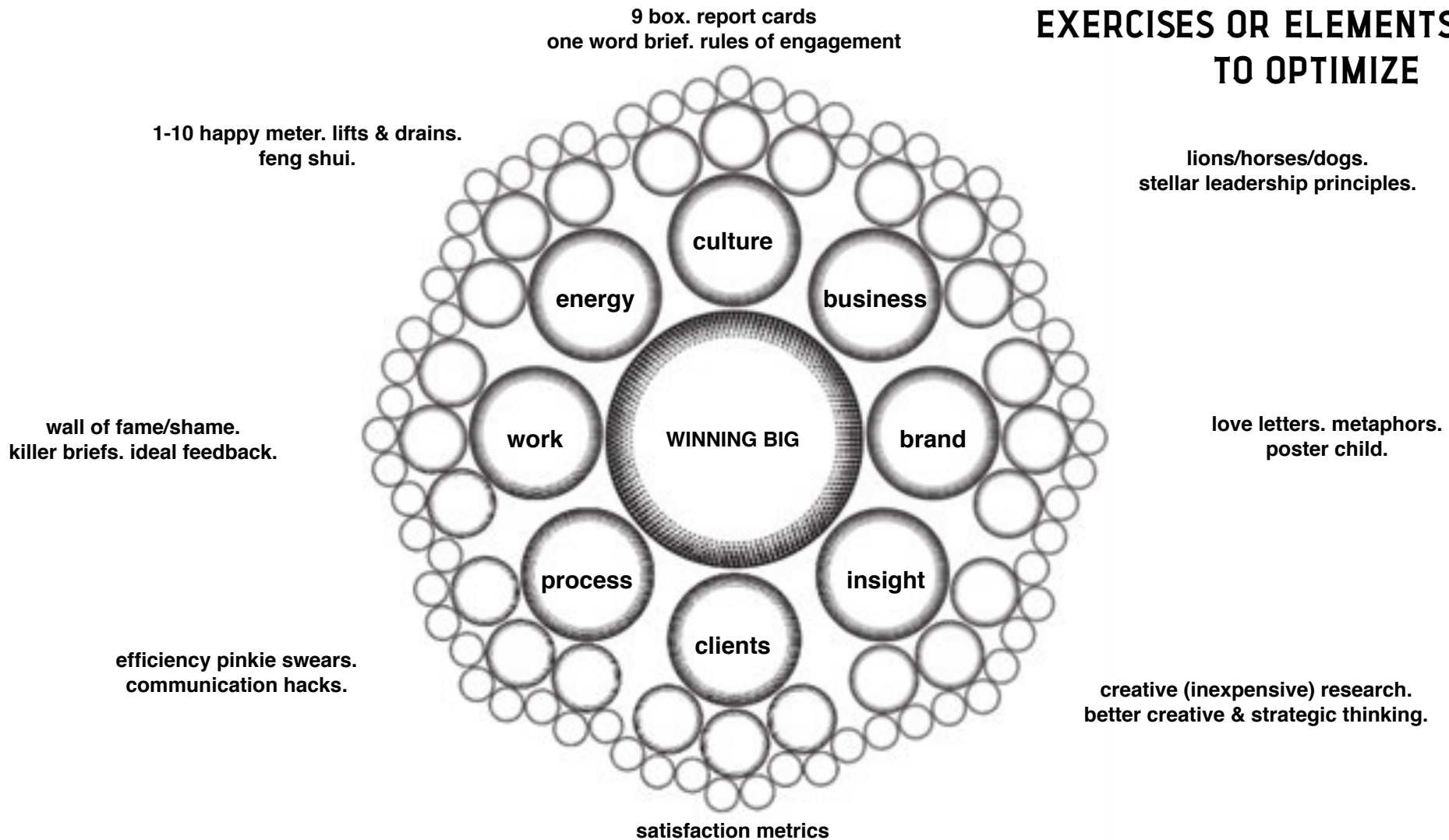
how do you kill the vampires that burn up  
your profits and energy with spin/  
inefficiency? how do we edit out things  
that no longer serve us?

how do you stay smarter than your clients  
and ignite elegant solutions that move  
people?

who are your lions? how do they define success? how do they define value (yours)?  
what makes them wildly happy?



## EXERCISES OR ELEMENTS NEEDED TO OPTIMIZE



# **WILD ALCHEMY TOPICS**

**these topics are keys to optimizing skills and creative culture.**

**we can cover a great many in a short span of time.**

**topics will be chosen based on a customized plan after we decide on priorities and scope of engagement.**

# UNPACKED TOPICS

## **killer briefs**

a full outline of the form, how to use it and how to write one. most importantly, the team will learn: how to find ideas by thinking differently about communication opportunities and audiences; best practices and how to avoid common pitfalls; how to edit and 'load' words to craft a powerful brief that will inspire the team as much as inform them and how to optimize them in the creative development process.

## **ideal brief process**

part of using a killer brief is knowing what parts are a team sport and what parts are not. this topic outlines the ideal process of brainstorming, investigating, writing and sharing the brief with the team and clients to keep people on board without the downfalls of over-collaboration.

## **brand thinking**

the team will get a toolbox of exercises to unearth 'places to play' that supercharge brainstorms and help create confidence in choosing a direction to 'sell in' to clients and stakeholders.

## **cases**

select case studies will be shared that open mental doors to new ways of thinking (e.g., Miller High Life) and provide some confidence around how to approach problem solving and leverage insights into more than what the client asked for.

## **milestones**

this is a streamlined way to identify key 'regrouping' times (by the team and client). this format simplifies the timeline and allows for scheduling early which reduces typical frustrations and keeps reworking the timeline to a minimum.

## **business bootcamp**

from business strategies to behavior modification, we'll cover how to segment your businesses, strategies to grow businesses (including yours). we'll also unpack how various marketing tools can drive different parts of a customer's journey to buying.

## **wall of fame/shame**

a unifying exercise that creates alignment around the kind of work the agency wants to do (or wants to do more of) and the kind of work the team doesn't want to produce. additionally, the team creates language around these two types of work to help creative processes and client selling.



# UNPACKED TOPICS

## **top sales strategies**

we'll talk about how to think differently about sales as well as top strategies to sell work. In addition, this topic covers how to get people to do what you want them to do (both clients and internal teams).

## **best creative feedback**

collaborating on strategic and creative solutions is a special type of work that can be enhanced (or shut down) by communications - especially when and how feedback is given. at least two frameworks are provided - one best used internally and one best used with clients.

## **flywheel goals**

this framework can be used in a variety of capacities, from a strategic plan summary to a meeting agenda. time will be spent getting each team member to create a flywheel for their own personal happiness (happiness, efficiency, productivity and creativity are intertwined). this, along with some 'Momentum' fundamentals can be game changers for individual energy and motivation.

## **L/H/D**

Individually and as a group, we'll align on which clients and types of work are Lions, Horses or Dogs. Strategies will be developed to optimize this information from retooling relationships to how to approach new business.

## **workshops**

facilitation is an art. how workshops are structured (such as getting the lead client to 'go last') and how to orchestrate the flow of discussion and techniques will be covered. key questions to answer and techniques to use will be outlined for a client workshop and an agency (internal) workshop. includes key elements of moderating a discussion well.

## **killer process/efficiency**

most agencies suffer from 'vampires', common time and energy suckers that get in the way of the agency doing its best work. several impactful strategies (aka 'pinkie swears') are provided to quickly and easily steal back time and energy from the things that don't matter (too many meetings, too much ineffective email, etc.) in order to spend it on the things that do matter.



# UNPACKED TOPICS

## **creative research**

how and where to find insights that don't take a lot of time or cost a lot of money. time will also be spent outlining how to make this an additional revenue stream.

## **working remotely**

best practices and resources are provided to optimize remote working for individuals, teams and the agency as a whole

## **communications**

how to streamline communications to 3 key things to gain clarity and alignment. internally and externally.

## **rules of engagement**

as a group we will generate a list of 'agreements' for best behaviors that articulates the agency's best practices for an ideal culture. tied to the agency's values, these 'pinkie swears' are share-able and measurable behaviors that allow staff and leaders to know if and when values are being expressed and practiced on a day-to-day basis (which can be then tied to reviews and rewards, which is critical for cultural structure, especially in times of high growth).

## **delegating**

how to organize tasks and set up support to be able to hand off key tasks (to make wiggle for new or overcome being a bottleneck.

## **presentation skills**

how to shine in presentations as a confident leader with a clear message - both in written form and face-to-face.



# UNPACKED TOPICS

## **killing creative enemies**

you'll get practical tips to overcome typical speed bumps including fear, poor image, distractions, scarcity and resistance

## **documenting process**

outlining three tiers of projects from a workflow standpoint to get clear on the flow and order of moving a project through the agency. role definition will also be investigated in relation to the workflow. typical agency workflows will be presented as a framework.

## **9-box**

this is a framework to align on staff as a collective 'bell curve' so all leads are clear on who are stars, who needs more leadership and who needs to be migrated out across all departments.

## **report cards**

each lead will create their own report card that outlines what constitutes 'doing a good job' both as a department head and part of a leadership team. these will be shared and discussed as a group to align the team on other leadership team members' goals, expectations and goals.

## **hiring & onboarding**

culturally, we'll want to identify the ONE WORD that describes an ideal fit for the agency. outside of specific skills. we'll also identify how best to convey key information to new hires and help create a unified dynamic.

## **manifestos**

we'll cover how to unpack a magnetic virtue in a powerful prose form for your key clients and well as for your personal brand.

## **creative buoyancy**

we'll unpack how to feed your own happiness and creative energy as well as others to create an atmosphere that ignites and rewards fresh thinking and fuels this in others.





# things to consider

- Getting it started is one thing. keeping it going is another.
- An objective third party can be most helpful in facilitating discovery so the whole team can participate and driving change (by being an accountability partner).
- I have extensive experience across a wide range of companies (and agencies specifically) doing work across this flywheel. My examples and ideas are customized to find the right solution for your situation. My way is proven.
- Remember that there is often more than one right answer, but gaining alignment on a direction can be as impactful as having a golden strategy.



# how to start

- Define what success looks like, sounds like, smells like for your organization. Put it into words. Written words are better.
- Make sure you have goals and metrics for each spoke of the wheel across the whole flywheel (and be sure to TRACK it).
- Leadership team meetings should touch base on all these aspects to keep the flywheel straight. How can you engage the whole organization in contributing to the goals across this flywheel? The key is that people protect what they help build.
- Perhaps begin with key questions: What do we want to have happen? (OR how do we want things to be different?) How will we know when we get there? What will we (the company) get if we do these things? What will we lose if we don't? There are two worksheets next. See what people think. Feel free to share the topics list if helpful and see what's of interest. Then send them to me and set up a call. I'd be happy to tell you where I'd start and we can see if we'd be a good fit to work together.



# WORKSHEETS

**you've seen all the possible topics that companies have needed...let's figure out where to start from your point-of-view**

## PAIN POINT POP QUIZ FOR YOUR LEADERSHIP TEAM

**ideally, have individuals answer these before sharing/discussing**

Which of these would you say are at least mostly true? Check them.

- |   |   |
|---|---|
| <input type="checkbox"/> I need an exit strategy  | <input type="checkbox"/> The work we're doing is not our best work.                     |
| <input type="checkbox"/> I'm not having as much fun as I should/want to                         | <input type="checkbox"/> There is no laughter in the hallways; the 'kids' are fighting. |
| <input type="checkbox"/> We've lost people in the past year that were painful to lose (stars).  | <input type="checkbox"/> It feels like people are just holding it together.             |
| <input type="checkbox"/> We've lost clients in the past year that were painful to lose (lions). | <input type="checkbox"/> We're fragmented - don't feel like we're on the same page.     |
| <input type="checkbox"/> We feel like we have to pitch everything we can regardless of fit.     | <input type="checkbox"/> No one knows each other well - we don't feel unified.          |
| <input type="checkbox"/> We're not winning new business as often as we should.                  | <input type="checkbox"/> We're mostly executing client demands instead of driving.      |
| <input type="checkbox"/> We need to make more money (profits).                                  | <input type="checkbox"/> We could be much more efficient with our time and energy.      |
| <input type="checkbox"/> _____  | <input type="checkbox"/> _____  |

Now rank your pain points 1, 2, 3 in order of priority: which should the organization focus on? Which do you want them to focus on? If different, give it some thought.



# PRIORITIES

what are 5 topics from my list you want to cover? what are 5 topics or issues that you want to focus on that aren't represented?

1

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2

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3

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4

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5

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1

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2

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3

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4

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5

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# ABOUT LYNETTE & WILD ALCHEMY

[lynettexanders.com](http://lynettexanders.com)

[wildalchemy.com](http://wildalchemy.com)

[wildalchemy.com/clients](http://wildalchemy.com/clients)

## **WILD ALCHEMY | LYNETTE XANDERS**

Wild Alchemy collects and designs critical information to develop strategies that sing.

To augment this work, Lynette Xanders provides coaching and agency-wide training to help businesses, cultures and agency leaders thrive.

The end goal is to arm agencies and brand stewards with the tools, insight and inspiration to create something *amazing*<sub>sm</sub>.

# **HOW I CAN HELP**

**Custom Qualitative Market Research / Moderation**

**Brand Strategy Development**

**Virtual Network Ideation Sessions**

**Workshop & Retreat Facilitation / Speaking**

**1:1 Business Leader Coaching**

**1:1 Strategist Coaching**

**Agency Skills Training**

**Creative Culture Optimization**





# NICE WORDS



“Lynette produced insights that were creative, smart, AND actionable.” - **Doc Martens**

“As a marketer, I would never think of doing positioning work without enlisting the help of Wild Alchemy. They are true partners in discovery, creativity and brand strategy.” - **Nike**

“Wild Alchemy led a series of engaging, productive and insightful branding meetings with the board, staff and patrons. Armed with our shared understanding and alignment, updates to our website, facilities and materials were extraordinarily successful and much more cost effective.” - **Artists Rep Theatre**

“Lynette is more than a market researcher. She is an expert in using research to guide and improve a creative process in a way that both clients and agencies can get what they need to move ahead with confidence. She is wonderfully objective and honest, and makes the rest of us look a lot better.” - **Meredith Publishing/Nestle**

“Lynette is the best qualitative researcher I've ever worked with. You would expect her to be extremely smart about understanding the issues and opportunities underneath the research brief. What is even more useful, however, is the way she employs her great interpersonal skills to disarm, charm, empathize and relentlessly pin down her respondents without ever appearing more showy or threatening than a really nice, interested friend. It's a wonderful skill to watch and I can recommend her without any hesitation as a joy to have on the team.

- **Cole & Weber Agency Head**

# NICE WORDS



I know I'm a better leader as a result of meeting and being connected to Lynette. She's all the things—smart, wise and brilliant, witty, firm, clever, open, creative thoughtful, business minded, accountable, savvy in a million ways, compassionate and just lovely. She'll provide value to any organization and she'll hold you accountable. She'll become an extension of your brand and your culture. There are people you meet along the way who you connect with and make you better. Lynette is that to me.

Meg Bilanzich, Pinnacle-Exhibits

Lynette is my secret weapon; often my X-factor. She has the lucidity to understand your circumstances, offer perspective and clarity, and ultimately organize options to move you forward. Many people can offer valuable perspective, but few can create traction and actualize in order to see results. Absolutely solid and exactly as she presents herself, she is as authentic and true as they come.

TK, 2-Time Jui Jitsu World Champion

Lynette's ability to help you create a vision of an actionable plan is amazing. Step by step you'll work through the journey helping you uncover what you are truly after. More importantly she'll help you understand the why. I greatly appreciate her work with me.

Rober M., Lazy Lover Brand

Lynette is a great coach! She has helped me to stay on target and take it one step at a time. She has helped me during a transitional time as I launched a new business! If you are looking for a great partner, work with Lynette!

Bonnie T., Principal, Co-Founder Zuna

Lynette introduced me to Account Planning-driven advertising development and made me fall in love with my profession again. There's no one I know in my 20+ years in marketing who has as much secret sauce as Lynette. She's magic with clients and creative teams--sprinkling her own personal brand of fairy dust on everything she touches. I always felt confident that the strategies Lynette created would be the fountainhead of smart and effective work, and they were. Plus, she's just the most interesting and fun person in the business. 10+ years on, I'm still trying to find a way to hitch my wagon to hers.

Kristin D., VP of Turbulence, Digitas

Lynette is one of those amazing people that can make a difference by simply helping you shift your perspective. She is smart, witty and results-driven. Every conversation has been rich and insightful, leaving us poised for action.

Sara G., Principal, DEI Creative

## A FEW CLIENTS



NORDSTROM



SONOS



SALT & STRAW

REJUVENATION®



OUTWARD  
BOUND



E&J Gallo Winery

DoveLewis



Microsoft®

## A FEW AGENCY CLIENTS

catapultworks

Wieden  
Kennedy<sup>+</sup>



Swift  
A **POSSIBLE** AGENCY



MAXWELL  
PR + ENGAGEMENT

Cole &  
Weber

SP/RKLOFT  
everything is social

z i b a

SUBTEXT

POP  ART<sup>®</sup>  
POP ART



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MET ITS 5-YEAR GOALS IN 6  
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# LYNETTE XANDERS

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