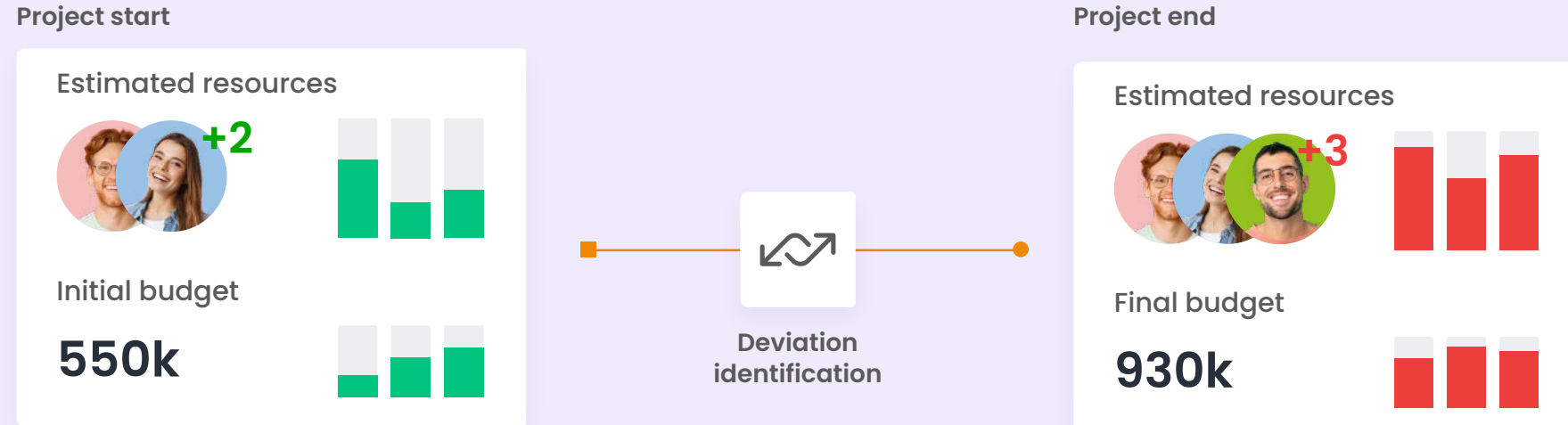


# The importance of Transparency and Visibility in agency operations

## 1 The challenge of Visibility

The **first step** is to have all project information in one place to be able to **identify** deviations.

**Planned**  $\neq$  **Actual**



Visibility of deviations



Stable budgets

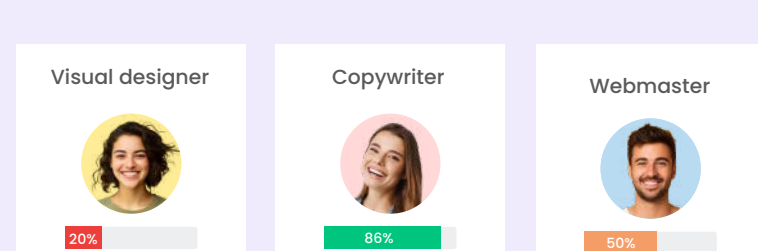
**“93% of agencies experience changes in initial budgets”**

## 2 Successful strategic Fees renegotiation

Today, fees do not represent the total value of the work

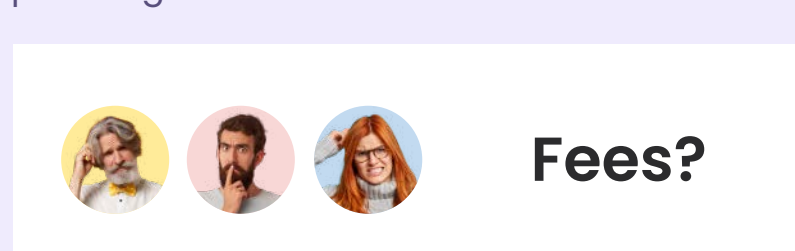
**+40%**

of agencies do not accurately know their **team's capacity**.



**59%**

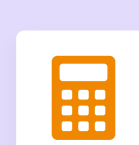
of agencies **estimate fees** based on **assumptions**. Only 23% use capacity planning tools.



Thanks to the proper use of project management tools, we can:



How **long** it takes an agency to complete them



What fees they consider **based on areas**



How **long** it takes a designer to complete a project **based on their seniority**



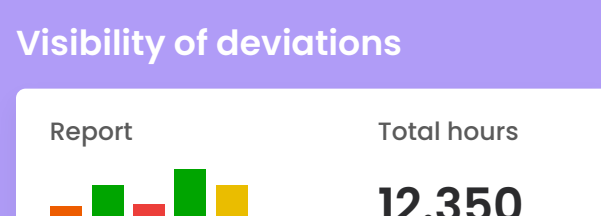
Comparison between teams when analyzing **productivity**

**It is essential to make informed decisions based on accurate data rather than assumptions.**

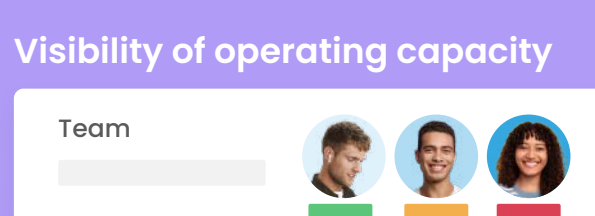
## 3 The key is Visibility and Transparency with the client

Regular communication between the agency and the client is essential to have:

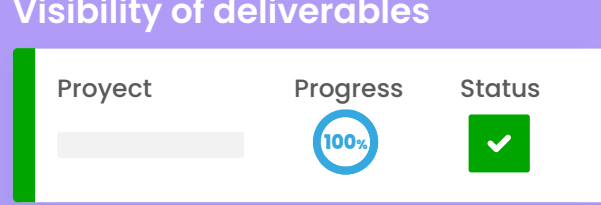
Visibility of deviations



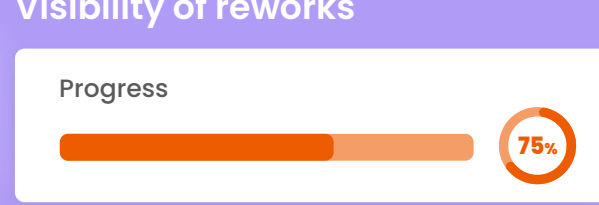
Visibility of operating capacity



Visibility of deliverables



Visibility of reworks

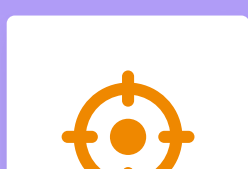


**“Satisfied clients renegotiate fees above 35%”**

It's important to make **periodic adjustments** to the **scope of work** and not wait for a long period of time to take **corrective actions**.

Agree on the fee to be assigned to that project

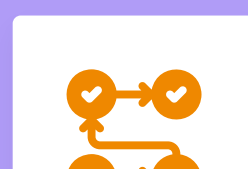
Evaluate if modifications are necessary or if there are new requests



Define the initial scope of work

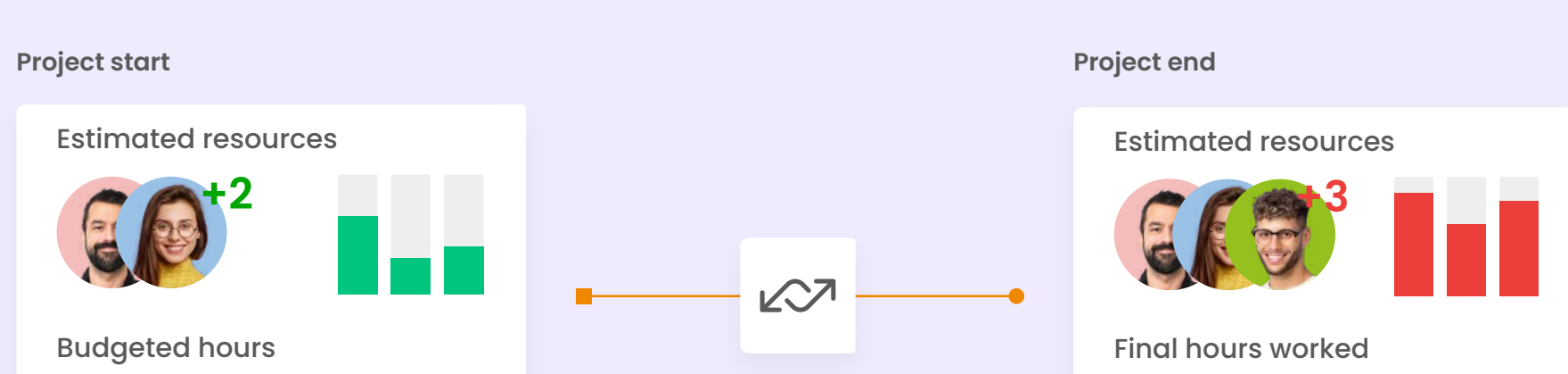


Execute the scope of work. The agency must demonstrate the project's progress with that scope of work



Adjust the budget with these modifications

## 4 How we identify Deviations



Client A has **243 budgeted hours**. Upon analyzing the hours logged, we realize that the project took **928 hours instead of the originally requested hours**, resulting in a **deviation of 685 hours**.

Deviations hours

**685 hours**

are equivalent



**6 people** who were not initially considered

This demonstrates the importance of regular communication and conversation between the agency and the client.

**“If we can get clients to visualize this information in real-time and regularly, the conversation will be much more effective when adjusting fees.”**

**Challenging Deviations: The path to a more profitable and transparent agency**

Profitability depends not only on sound financial management but also on informed, **transparent, and proactive internal management.**