



Nurturing Future Leaders: Strategies for Retaining and Growing Young Talent in Advertising Agencies

Introduction

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Today

- The crucial role of nurturing and retaining young leaders in advertising agencies.
 - We'll explore the unique value young leaders bring with their innovative ideas and diverse perspectives, and how agencies must adapt to harness this potential.
 - The financial and cultural impacts of turnover, strategies for creating a positive work culture, and the importance of continuous learning and development.
- Personalized career paths, recognition methods, work-life balance, competitive benefits, and employee engagement initiatives.
 - Emphasizing mentorship, importance of case studies after a campaign.
 - Insights and strategies for developing their young leaders.
 - Share strategies.
 - Questions and discussion/shared strategies.

The Value of Young Leaders

The Value of Young Leaders

- Young leaders provide unique perspectives and innovative ideas
- Role of diversity in driving creativity and problem solving
- Advertising agencies adapting to these changes

The Cost of Turnover

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- Financial and cultural impact of losing young talent
- Importance of investing in employee retention strategies

Creating a Positive Work Culture

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- The impact of a positive work environment on employee retention
- Strategies for fostering a culture of collaboration, support, and inclusivity
- Share examples of successful culture-building initiatives

How to create a positive work culture

✓ Think about your current culture

✓ Consider your ideal culture

✓ Give employees flexibility and autonomy

✓ Support greater transparency and collaboration

✓ Set expectations and goals

✓ Ensure flexible working makes sense for teams

✓ Focus on development

✓ Recognize and reward good work

✓ Make the office the focal point



Employee Engagement Initiatives

Employee Engagement Initiatives

- Implement engagement programs to enhance team morale
- Team-building activities and events to strengthen relationships



Continuous Learning and Development

Continuous Learning and Development

- Importance of ongoing education and skill development
- Implement effective training programs and mentorship opportunities
- Invest in continuing education
- Examples of agencies investing in the education of their employees

Tailored Career Paths

Tailored Career Paths

- Develop personalized career paths for young leaders
- Provide opportunities for growth and advancement within the agency

Recognition and Feedback

Recognition and Feedback

- Acknowledging and appreciating the contributions of young leaders
- Implementing regular feedback sessions for professional development
- One to one structure
- Importance of appreciating young leaders
- Creative non-monetary incentives to boost morale

Work-Life Balance

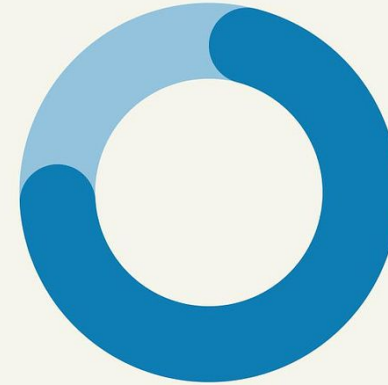
Work-Life Balance

- Employee Well-being
- Increased Productivity
- Enhanced Job Satisfaction
- Talent attraction and Retention

Competitive Benefits and Perks

Competitive Benefits and Perks

- Beyond just compensation
- Designing attractive benefit packages to retain young talent
- Exploring innovative perks that contribute to job satisfaction



78%
of employees say that their benefits package is just as important as their salaries when it comes to keeping them at their current employer*

*Randstad US data

Building a Mentorship Culture

Building a Mentorship Culture

- Establishing mentorship programs to guide and support young professionals
- Encouraging senior leaders to invest time in mentoring

“The delicate balance of mentoring someone is not creating them in your own image, but giving them the opportunity to create themselves.”

– Steven Spielberg

Importance of Case Studies/Post Mortem

Case Study Post Mortem

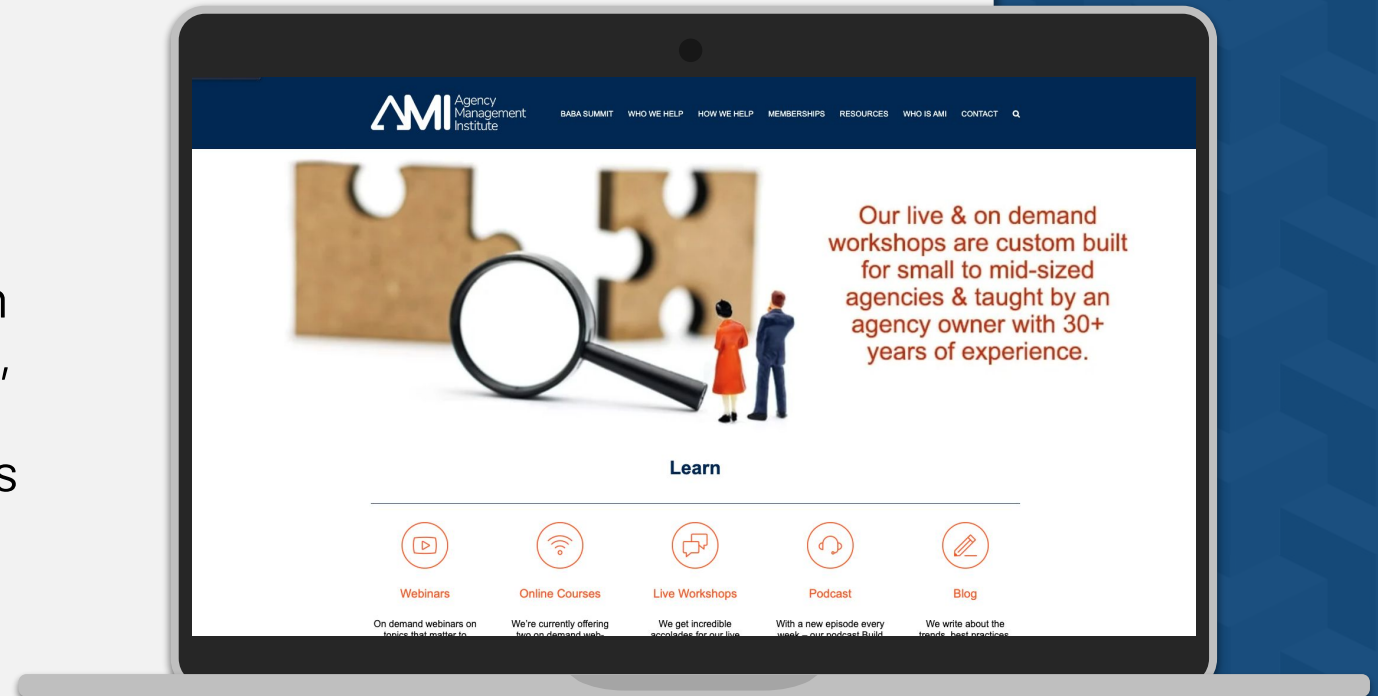
- Post campaign analysis
- What worked/What didn't
- Celebrate and give credit to employees involved
- Social media
- Present to entire agency on success/lessons learned
- Allow employees to mentor others

Q&A

Next Steps

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- Information on AMI Key Group, coaching and other seminars





Thank you!

