



RETURNING TO THE OFFICE THE RIGHT WAY



INTRODUCTION

In the aftermath of COVID-19 and its subsequent remote workforce, a nationally acclaimed North American marketing agency was facing the critical need to clarify and achieve their organizational goals. They embarked on a transformative journey with **Bâton Global (B|G)** and Reworc, setting their sights on becoming a leading marketing agency in North America.



THE STORY

This agency's leadership navigates a dynamic marketing landscape. Collaborating with **B|G** and leveraging advanced analytics from Reworc, they embarked on a multifaceted journey of insight, innovation, and integration. This story highlights how data-driven goal setting and comprehensive organizational change can redefine an agency's trajectory.



THE CHALLENGE

At the heart of the agency's journey was the pressing challenge of defining a clear and actionable path to success. With a rapidly evolving workforce and the need to engage their people effectively, the agency's leaders recognized the imperative of redefining their strategic goals.



THE CHOICE

In a landscape of uncertainty, the agency made the strategic choice of partnering with **B|G** and Reworc. This choice led them to establish "quantum leap goals" and apply innovative methodologies to transform their culture, operations, and financial performance. This study underscores the significance of this pivotal choice and its far-reaching impact on the agency's journey toward achieving its North Star.



bâton | global



RETURNING TO THE OFFICE THE RIGHT WAY

Shortly after the pandemic, a nationally acclaimed North American marketing agency was facing the critical need to clarify and achieve their organizational goals while bringing their workforce back to the office. They embarked on a transformative journey with **Bâton Global (B|G)** and Reworc, setting their sights on becoming a leading marketing agency in North America.

In response to this challenge, **B|G**, in collaboration with Reworc, embarked on a comprehensive journey to guide the agency toward its goals. The first step was the development of "quantum leap goals." These goals would address key aspects of the agency's operations including financial growth, culture enhancement, and operational efficiency.

The transformation process involved an in-depth understanding of the agency's internal and external environment. To achieve this goal, a multifaceted approach was implemented. Data-driven insights, competitor analysis, stakeholder engagement, and client feedback worked together to develop valuable insights about the environment in which the organization was operating.

The culmination of these efforts was a summary of findings that was shared with the leadership team and entire organization. This step was crucial in

establishing a shared understanding of the agency's internal and external landscape and the imperative for change.

The insights gathered were the catalyst for a transformative journey that encompassed several innovative stages. **B|G** guided the organization through thematic prioritization, focus area selection, and goal development. Collaborative refinement and roadmap establishment were also conducted to apply feedback about the organization's overarching goals.

With goals established, the next crucial step was to ensure their effective integration into the organization's daily operations. **Bâton Global** played a pivotal role in this integration process through leadership coaching, key performance indicators, cultural transformation, and stakeholder engagement. It was especially important for each goal to have key performance indicators, which used metrics derived from Reworc's platform, to



measure progress and success. This integration phase was crucial in ensuring that goals were not merely concepts but were actively embraced and pursued by every member of the organization.

The impact of this transformative journey was profound and far-reaching. Through effective change communication, enhanced confidence, and a commitment to fostering an engaged workforce and dynamic leadership team, the impact of this transformative journey was profound and far-reaching. In the words of one leader, "I found your process invigorating and it changed our leadership team's dynamic."

This nationally acclaimed marketing agency's transformation is a testament to the power of setting clear, data-driven goals and integrating them into an organization's fabric. With the guidance of B|G and insights from Reworc, the agency not only charted a path toward becoming a leading marketing agency in North America but also fostered a culture of collaboration, innovation, and accountability. This case study exemplifies how goal setting, when backed by research and effective execution, can lead an organization towards its envisioned North Star in a constantly changing landscape.

“

Working with many organizations, *Bâton Global* has raised the bar on what to expect from consulting firms.

”

LET BÂTON GLOBAL
HELP YOU DESIGN A STRATEGY
THAT ACHIEVES YOUR GOALS.



Matthew Mitchell, PhD
Founding Partner



Molly Lopez
Senior Consultant

Contact Molly to accelerate your journey with Bâton
📞 1.515.205.0911 ✉ molly.lopez@batonglobal.com