

# First 100 days

Congratulations on your new agency relationship. To set your new partnership up for long-term success, we have created a series of simple onboarding checklists. Whether this is the first time you have done this, or you would like a helpful reminder, our checklists will give you the tools needed for a successful (and speedy!) onboarding process.

This checklist has been designed to help you think through the first 100 days of your new working relationship.

**1** Identify and appoint a transition project team (client, agency, finance, IT, data, and IT) and define roles and focus to ensure a smooth transition where a previous client: agency relationship exists

Who  When

**2** Share and agree with agency the scope of work for the first 100 days, timescales and where relevant exiting agency arrangements

Who  When

**3** **First 30 days priorities - focus is people and communication:**

- Agree agency staffing and names
- Arrange immersion sessions, and meet and greets
- Agree meetings infrastructure, purpose and who attends what (and who doesn't)
- Agree core working practices (briefing, development sign off, evaluation) with the agency and what are the right inputs and outputs at each stage
- Agree scope of work for first 100 days and timescales





## Setting up for success: First 100 days

- Agree priorities for kick off, initial milestones including timelines and key deliverables
- Draft framework for SLA's (focus on what matters most and what can be easily measured) to be used during first 3 to 6 months and 'road tested'
- Agree specific media commitment time frames for planning, buying and asset delivery
- Agree internal communications plan and key messages about the scope of work to set and manage internal expectations
- Agree and launch relevant induction events
- Introductions to other agencies on roster
- Agree and set collaboration expectations, link back to commercial terms
- Initiate relevant test projects and learnings
- Management of exiting agency and TUPE considerations (UK only)

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Who  When

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### 4 Agree day 30 to 60 priorities - focus is kick off and process:

- Embed agreed working practice arrangements with the teams, and stakeholders
- Start project/campaign activity (brief, development, evaluation)
- Write first briefs and ensure signed off internally by all stakeholders before work starts (client/ co-creation/ agency)
- Create six-month communications plan or "road map" of what will happen when
- Communicate as relevant to other agencies
- Enable a weekly forum to manage issues and changes. This should not be the status call
- Exiting agency handover completed and no new briefs given from agreed date

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Who  When

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## Setting up for success: First 100 days

### 5 Agree day 60 to 100 priorities - focus is performance and review:

- Review outputs to date vs KPI's and SLAs, and expectations
- Refine and agree any changes to agency team (based on view from first two months fit/role/match with client and considering capability/capacity)
- Address information gaps and needs
- Identify blocks and barriers from client and agencies point of view to output and ways of working
- Review client sign-off process, and assess what can be changed to be more efficient
- Agree wash up process and agree 6-month service review on performance
- Identify relevant research/ knowledge gaps (consumer, media landscape) and longer term technology and transitional requirements (client and agency)

Who  When

### Want to learn more?

**Be sure to download the full 'Setting up for success' series which also includes a practical guide on how to onboard new agency operations along with checklists for the first 10 and 30 days of a new agency relationship.**

**To chat with us about your specific needs, please drop Vicky an email on [vgillan@aargroup.co.uk](mailto:vgillan@aargroup.co.uk)**

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