

Organizational Structure, Best Practices & Trends

THE 4 TOP REASONS to restructure your organization

1. To match Form with Function
2. To integrate people, information and technology to work together most effectively
3. To empower people at every level to be their best as individual contributors, team members and partners across the company
4. To create scale, take advantage of strengths and minimize weaknesses

THE STEPS TO RESTRUCTURE

- Inclusion
- Transparency
- Definition of clients, expectations, and the current process
- Play with different ideas
- Gain Buy-In
- Implement

THE TOOLS

- Bypass fear by being transparent
- Change is easier to accept with an objective third party involved
- Treat Yourself Like a Client
- Change Ambassadors increase adoption momentum

REMEMBER

- Transparency breeds Trust
- There's NO ONE WAY to structure a department
- Have fun!

Cella at a Glance

Founded

2009

Services

- Industry Perspectives Blog
- Networking Events
- Performance Benchmarking
- Coaching & Training
- Consulting

Blog

1,500 subscribers

<http://www.cellaconsulting.com/blog/>

Network Size

Contacts at more than 1,500 in-house creative teams

Benchmark Sample Size

Robust data on more than 400 in-house creative teams

www.creativeindustryreport.com

CreativeExecs Roundtable Attendees

150+ each year across 6 cities

Beyond the Creative Attendees

260+ attendees

Consulting Clients

We typically support teams of 20+, with a focus on large teams of 50+, at Fortune 1000 companies

Speaking Engagements

- HOW's In-House Management Conference
- HOW's Digital Asset & Project Management Conference
- AIGA's Inside Job conference
- Design in Government conference ("DIG")

Contact Us

- 301.280.0313
- info@cellaconsulting.com