How to succeed in agency

A MedComms Networking Event
With Chris Bartley
Managing Director
Havas Life Medicom
Oxford 07/03/18

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Just another agency day
Being the captain of your own ship
Being the captain of your own ship

1. Understand what people really want from you
2. Deliver it
How to know what people want?
1. Know what they know
2. Be expert on the task at hand
3. Understand the individuals
Be the Expert on the task at hand
Understand the individuals
Being the captain of your own ship

1. Understand what people really want from you
2. Deliver it
THINK. DO.

Do some more, then share
PROACTIVITY connects
THINK. DO.
Do some more, then share again
success comes down to:

1. Understanding what people want from you
2. Delivering it
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