

The Best Way*



* **DISCLAIMER:** There is no one way, no best way, and certainly no perfect way, in which to structure your marketing and business development department. The question is: what structure is best for your firm and your team? Enter Society 54. Are you in?

ORGANIZATIONAL STRUCTURE

If you could sneak a peek inside the marketing and business development offices of your top five competitors, what do you think you would find? Chances are, you would find very few similarities in the way each firm's department is structured. The organizational structure of a marketing and business development department in a professional services firm can be likened to a math problem—there are numerous ways to reach the “right” answer. Your department might be organized as $1+1+5+3 = 10$, while the firm down the street might be organized as $7-2+5 = 10$. The truth is that there is no one way, no best way, and certainly no perfect way, in which to structure your department. The question is: what structure is best for your firm and your team? Enter Society 54.

At Society 54, we offer comprehensive assessments, consultations and planning exercises to help firms best structure their marketing and business development departments. Our goal is to tap into each individual's unique strengths and interests in order to arrange the strongest and most effective, efficient team possible. Further, if and when holes or needs are identified, we can help to recruit new talent that will unite and complete your department. As an added value, we also work with team members to establish professional development plans that will increase talent and levels of engagement, accountability and contributions to the firm.

SOCIETY 54

At Society 54, we believe that value is a big deal and we take our value proposition very seriously. It's far more than fluffy language and false promises! It's how we run our business and what drives our decisions on a daily basis.

In today's marketplace, a professional services firm must operate like a finely tuned business in order to best serve clients and remain relevant and profitable. As former senior marketing and business development directors, rest assured that the Society 54 team understands the demands and most inner workings of your firm. Our “in-house” mindset is the foundation of the value we can provide. We know all about the expectations, the varying interests, the politics, the red tape, the personalities and the ever-changing dynamics. We use this knowledge to serve as an extension of your firm's very own team and offer customizable pricing structures that are designed to fit your firm's specific budget and needs.

SOCIETY 54 CAN HELP YOU TO:

▶ Define job descriptions, roles and responsibilities

▶ Outline processes that align specifically with your firm's bottom line goals and culture

▶ Match team members with department demands

▶ Increase team satisfaction, productivity and morale

▶ Define and help you reach short and long term goals

▶ Conduct department reviews

▶ Set individual growth plans in motion

