

7 STEPS TO GREAT AGENCY TECH DECISIONS



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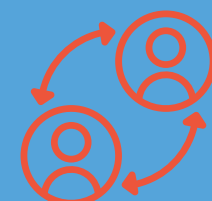


1 PREPARE

SLOW DOWN TO SPEED UP



2 ENGAGE *YOUR EMPLOYEES & UNDERSTAND CURRENT STATE*



3 TALK *TO YOUR CURRENT TECHNOLOGY PARTNERS*



4 NOW WHAT? *BEFORE YOU MAKE ANY TECHNOLOGY DECISIONS*



5 MOVING FORWARD *SELECTING A NEW TECHNOLOGY PARTNER*



6 IMPLEMENT *ITS TIME!*



7 CRUSH IT *YOU CAN DO IT!*



REMAIN COMPARABLY FOCUSED ON YOUR PEOPLE, PROCESSES, AND YOUR TECHNOLOGY.

IT TAKES ALL THREE FOR ANY EFFECTIVE TRANSFORMATION.

BIG i

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