

A NOTE FROM PROCUREMENT

The thing about being in procurement is that with the exception of my mom, everyone hates my guts (my dad works at an ad agency.) I get it. I'm a parasite. A leech. I live off my agency hosts, draining them of fees, profit and dignity. Well, enough is enough. It's time to make amends and fix a broken system.

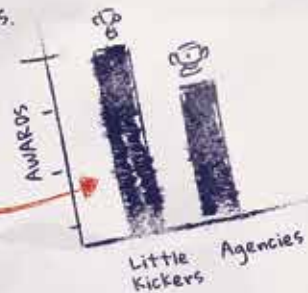
That's why several months ago, I grabbed my finest abacus, left my family behind, and moved to a cabin in the woods, vowing to remain in seclusion until a new compensation model was born. Day after day, night after night, I studied regression analysis and price elasticity models.



Then the other day while testing acorn redistribution with a group of chipmunks, I had a revelation. Focusing on monetary compensation was a no-win situation. No matter how equitable the financial terms appeared, one party would always feel taken advantage of. A radically different approach was needed - something that could address the real motivations of both parties.

The answer was as simple as
ABC - Awards-Based Compensation.

Nothing gets agency people out of bed faster than the potential to stockpile awards. And with the exception of the Little Kickers pre-school soccer program, no one gives out more trophies than the communications industry.



If agencies didn't value awards so much, they'd find something else to display in their lobbies, offices, conference rooms, and private washrooms. Like the Israelites worshipping the Golden Calf in the Ten Commandments, agencies turn to their shiny, pagan objects for salvation and redemption so I say let's give them more of what they so desperately desire.

The math checks out. Most agencies spend hundreds of thousands of dollars on awards when you factor in award show entry fees, elaborate case study videos, associated employee time, and award show attendance. With Awards-Based Compensation, we eliminate the middleman. And the only out-of-scope stuff that clients pay for is the engraving.



The performance variables are built in. If a client highly values your work and believes you add value, it's a Gold. Think there's a little room for improvement? Here's a Silver. Account service underperforming? Bronze it is. And nothing says "Your value can't be measured because it doesn't exist" like a CERTIFICATE OF MERIT.

So there you have it - agency compensation solved. Now if you'll excuse me, I've got to go deal with some irate chipmunks.