

# EXCELLENCE IN STRATEGY & PLANNING

---

AUCKLAND BUSINESS AWARDS 2023

EXAMPLES FOR CONTEXT

MAKE IT **EASY**.  
MAKE IT **EXCELLENT**.  
MAKE IT **FUN**.



QUESTION ONE:

# WHAT'S OUR STRATEGY? HOW DID WE DEVELOP IT?

"Briefly explain your business strategy and the explain the process and steps taken to develop and refine the strategy."

# OUR STRATEGIC PILLARS

Our strategy has four key pillars, built around our **core customer promise**.

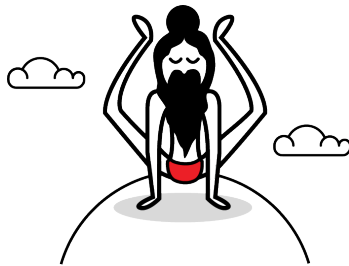


# OUR CORE PROMISE

Whatever the project, everything is better when things are **easy**, **excellent** and **fun**.

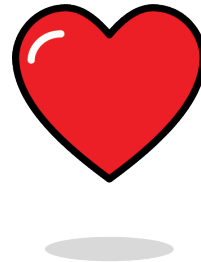
---

WE MAKE THINGS



## EASY

Everyone's busy. So you need us to understand your challenges, challenge your first thoughts and get stuff done without fuss.



## EXCELLENT

Your brand is your biggest asset. So you need people who'll love it, grow it, sweat the small stuff and make everything the best it can be.



## FUN

In the pace of what we do, it's easy to lose perspective. So we recognise little wins, celebrate big ones and always make time for people.

---

SO YOU SEE

## EFFICIENCY

SO YOU SEE

## GREAT WORK

SO YOU SEE

## PASSION

# OUR PROOF METRICS

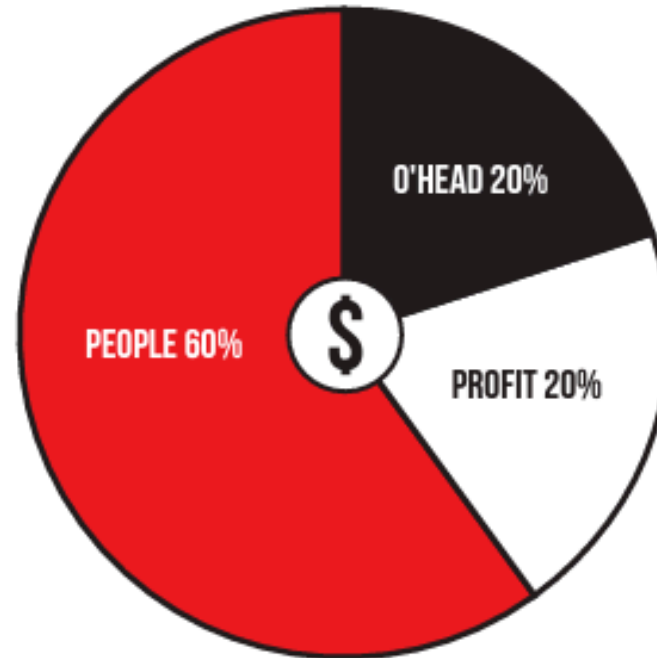
Our business is simple. So we simple, clear metrics to keep things in balance.

## MONEY IN



We make money by selling people's time.

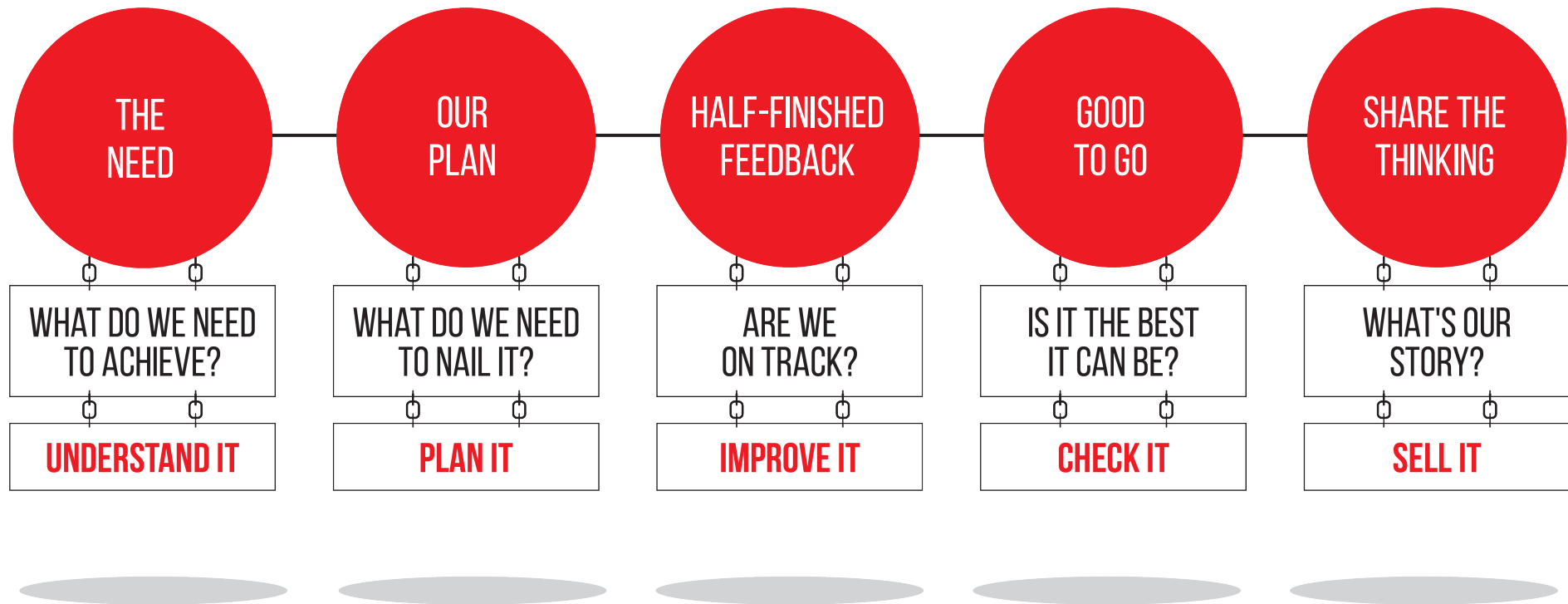
## MONEY OUT



We need to pay for those people, with money left over for rent - and rainy days.

# OUR PROCESS FRAMEWORK

Our **five dots** help make every project the **best it can be**.



**Five Dots** is our internal value-add process. It's our flexible, agile-friendly way of checking in, consulting experts and making stuff better. We run five dots several times in every project.

# OUR PEOPLE STRATEGY

People are our biggest cost and opportunity.  
So we're careful to choose and grow the best people.

## RIGHT PERSON

We recognise the "right people" through our values.

**HUNGRY**

Bringing **energy**  
and curiosity.

**HUMBLE**

Being **vulnerable**  
and resilient.

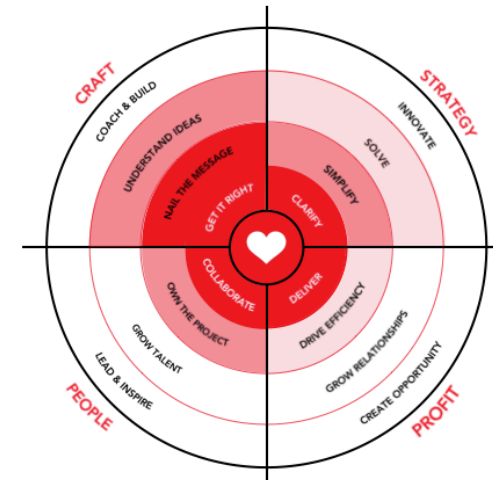
**& BRAVE**

Having a **voice**  
to make work better.

We reinforce values through coaching, and use a simple quiz to score 360 feedback from the team.

## RIGHT SEAT

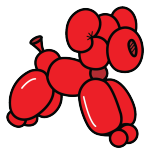
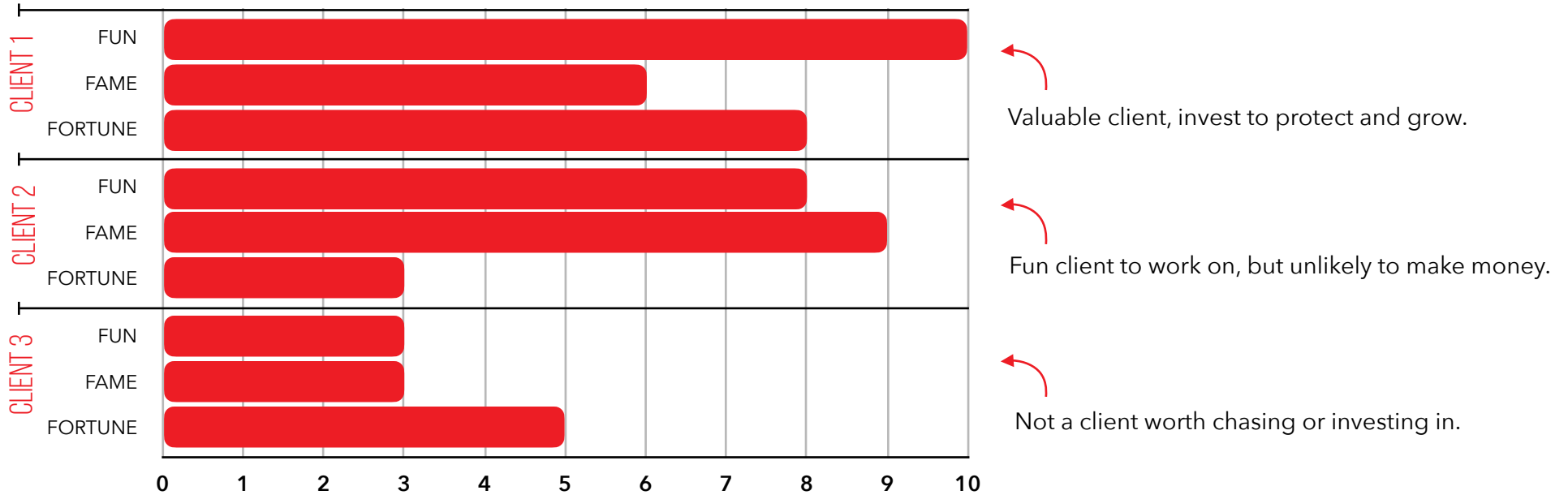
We recognise and grow different skillsets



We use our **Learning Circles** to coach and track different skillsets on the job and in regular one-on-ones.

# OUR PROSPECT FRAMEWORK

**Fun, fame and fortune** is a simple framework to sensecheck our choice of clients.



## HOW WE ASSESS FUN

Do we like working with the people? Is it a fun project to work on?

**Why?** When people love the work they're doing, they usually delivers better work.



## HOW WE ASSESS FAME

Is it work that will get noticed or a big brand that will give us credibility?

**Why?** Work on high profile projects or clients is more likely to drive new business.



## HOW WE ASSESS FORTUNE

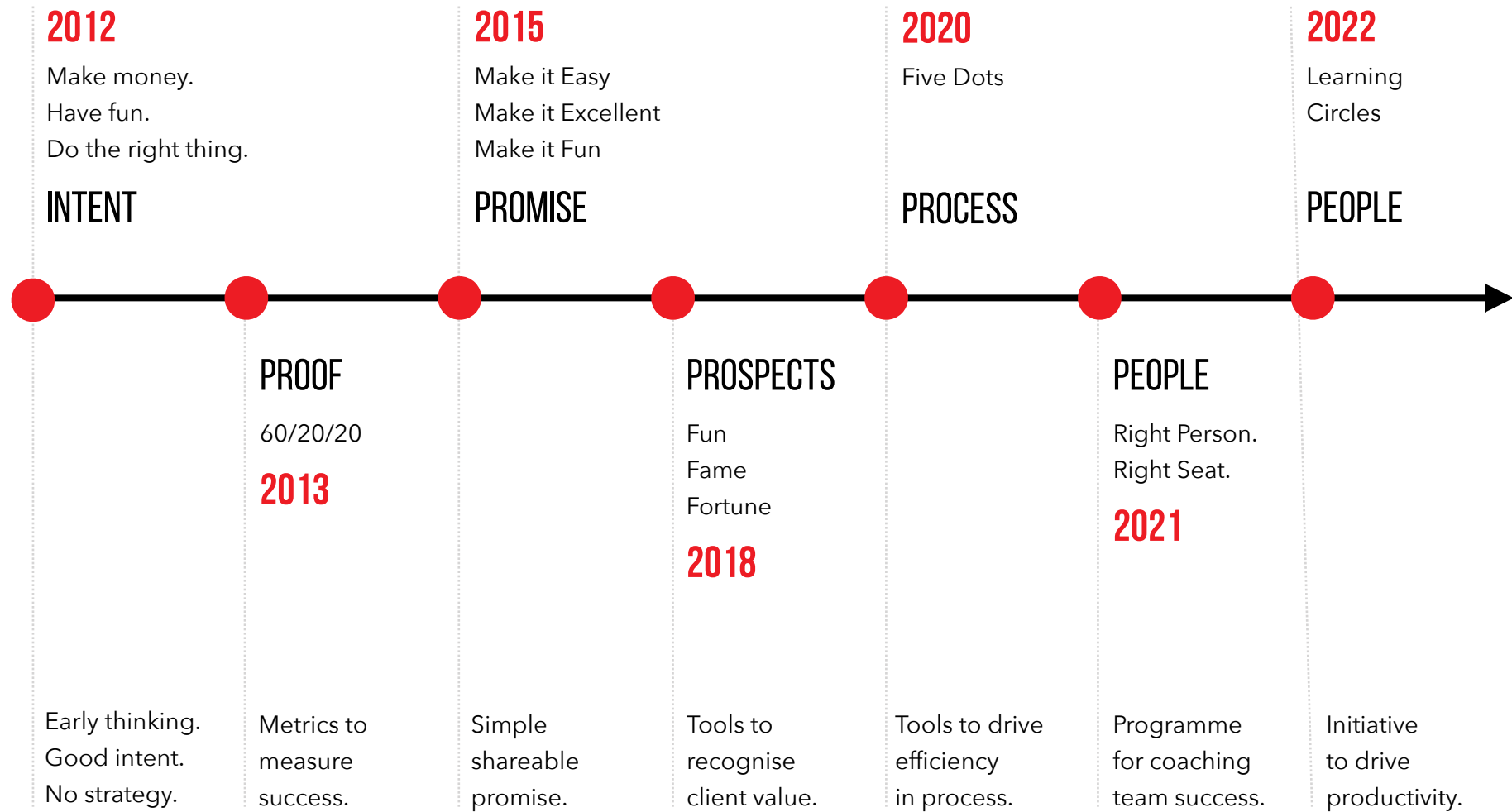
While we bill the same hourly rate to every client. The time we write off changes a lot.

**Why?** Blue-chip clients usually have tighter systems that drive higher profitability.



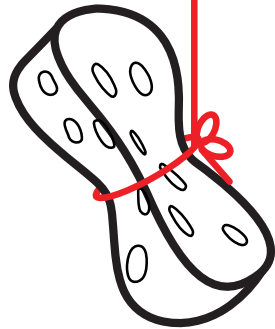
# STRATEGIC EVOLUTION

We've explored, tested and implemented new thinking to enhance our strategy over time.



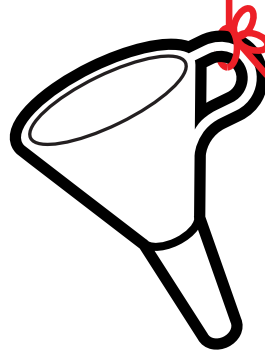
# STRATEGIC PROCESS

We have a simple strategic process to dig into an issue, find solutions, test and implement.



## SPONGE IT

Dig up all the detail to learn everything we need to genuinely **understand the challenge.**



## SORT IT

Ask **"what's different, what's the same?"** and sort into bite-sized chunks to **simplify the story.**



## SELL IT

Test, learn, refine and craft the thinking so it **feels simple to everyone.**

QUESTION TWO:

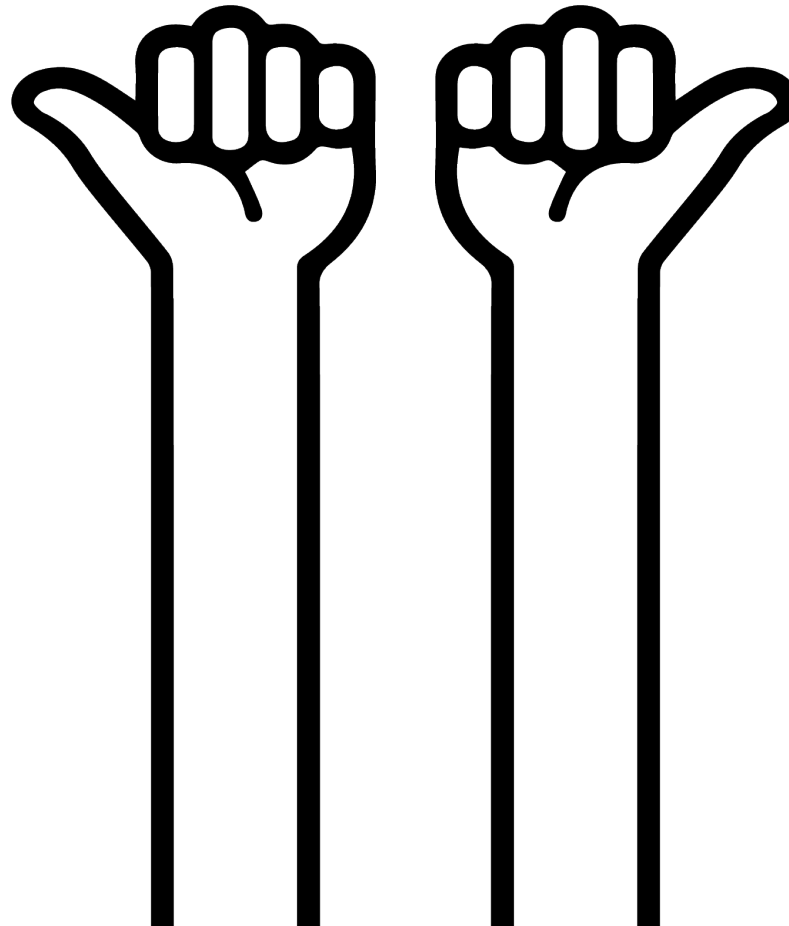
# HOW DOES OUR STRATEGY INFORM DECISIONS AND INITIATIVES?

*"What decisions have been made or initiatives introduced as part of your strategy?"*

## QUESTION TWO

No specific illustrations for this question.  
But context from before and after is relevant.

Previous stuff is relevant.



More stuff to come.

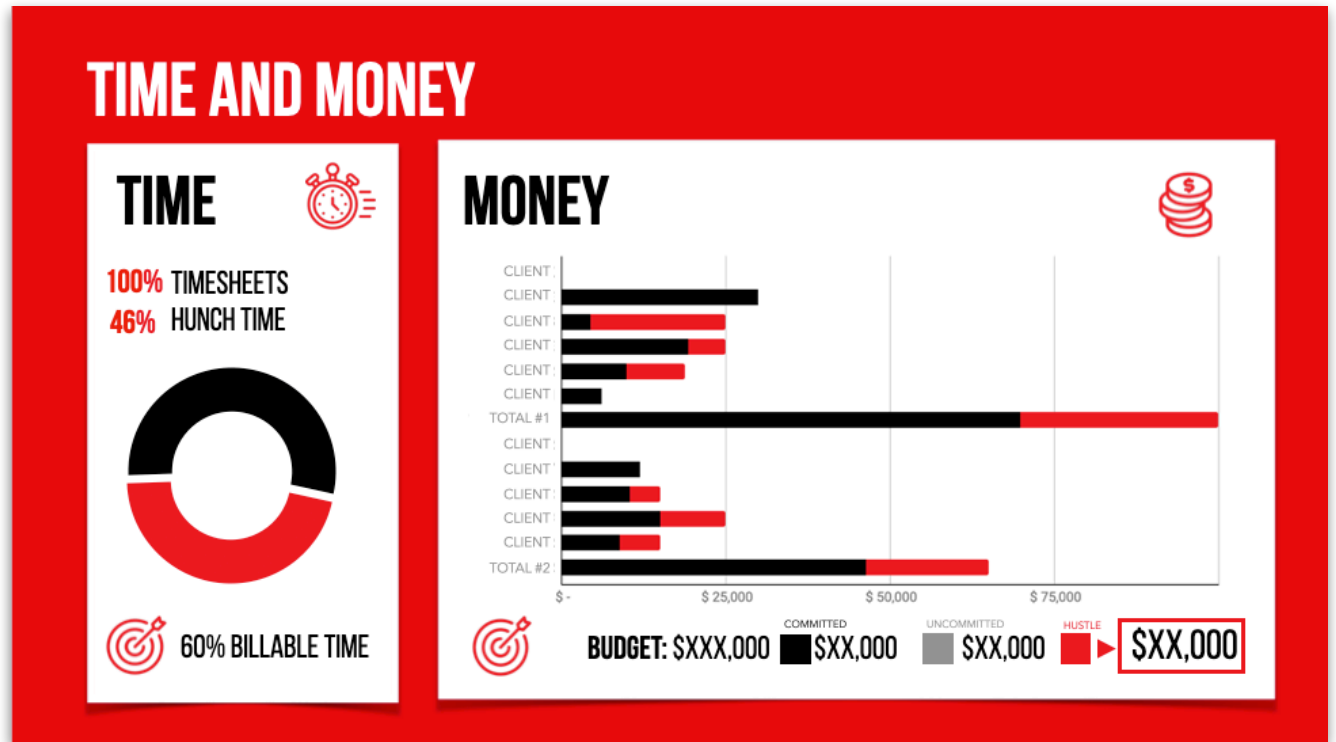
QUESTION THREE:

# HOW DO YOU MEASURE SUCCESS AGAINST YOUR STRATEGY?

*"How do you monitor progress and achievement against your strategy"*

# WEEKLY WIP

At our weekly WIP meeting we talk success in the work and openly share our numbers.



# LEARNING CIRCLES

Our Learning Circles give each person a clear way of seeing where they're at in their development.

**CLARIFY**  
ACTIVE LISTENING AND CLEAR COMMUNICATION

3+ Why do we Clarify?  
Making things clear helps drive efficiency. You need to understand it, share thinking and dig for why.

How do we do it?

**GET IT RIGHT**  
FOCUS AND ATTENTION TO DETAIL

Being accurate  
Do you focus on getting things right and always check them for accuracy?

Sometimes  
 Mostly  
 Consistently

OK ✓

**DELIVER**  
TIME MANAGEMENT AND COMMITMENT

Why Deliver?  
Getting things done is essential to our success. You'll need to catch time, know numbers and always deliver.

How do we do it?



# LEARNING CIRCLES

We build new skills on the foundations of the things we know.  
Here's how we track our progress with Learning Circles.

**CRAFT**  
COACH & BUILD  
UNDERSTAND IDEAS  
LEAD & INSPIRE  
GROW TALENT

**STRATEGY**  
INNOVATE  
SOLVE  
SIMPLIFY  
GROW RELATIONSHIPS  
CREATE OPPORTUNITY

**PEOPLE**  
LEAD & INSPIRE  
GROW TALENT

**PROFIT**  
GROW RELATIONSHIPS  
CREATE OPPORTUNITY

LEARNING GROWING NAILING IT NOT YET

EXPLORE THE SKILLSETS

# QUARTERLY REPORTS

Our Quarterly reports track progress over objectives and focus on themes for each quarter.

## QUARTERLY REPORT

### "WHY NOT WHAT"

Q1 - FY20  
APRIL - JULY 2020

### WHAT WE DO. WHY WE DO IT.

**WE ARE:**  
PROBLEM SOLVERS WHO MAKE COMPLICATED STUFF FEEL SIMPLE

**WE DO:**  
STRATEGY, CREATIVE & CONTENT

**WE BRING:**  
HONESTY BRAVERY & PASSION

**TO MAKE:**  
EASY, EXCELLENCE AND EFFICIENCY

### BY THE NUMBERS

PEOPLE	PROFILE	PROFIT
2,306 HOURS BILLED	2,430 WEBSITE VISITORS	62 DIFFERENT PROJECTS
51% HOURS BILLED	1,082 VIEWS TOP 10 BLOGS	\$7,665 AVERAGE VALUE

QUARTERLY REVENUE  
**\$502,813**  
UP 2% ON BUDGET

NET PROFIT  
**18%**  
DOWN 2% ON BUDGET

hunch

### ANNUAL PLAN - PEOPLE

**OUR FIVE DOTS**  
REINFORCE INDIVIDUAL AND TEAM OWNERSHIP OF DOTS AS VALUE-ADD  
EXCELLENCE AND EFFICIENCY

**HONESTY, BRAVERY AND PASSION**  
EMBED KEY VALUES AS DRIVER OF EASY, EXCELLENCE AND FUN  
EXCELLENCE AND EFFICIENCY

Q2 FOCUS

### LOOKING BACK

**PEOPLE**  
Changes in team  
Kat (writer) chose to go freelance and Anna (pm) moved to a new role. We've welcomed Kelsey as a new writer (and Prashant and Gemma as interns) and appointed Anna and Rachel as PMs to focus on growing existing clients.

**PROFILE**  
Refocusing content investment  
We started the calendar year with heavy investment in Hunch content but lots of spinning wheels. Recently we've been briefing specific projects rather than inviting 'pitched' ideas. This has cut costs by a third.

**PROFIT**  
Chasing contracts  
A heavy focus of Q1 has been establishing contracts with key clients. We've agreed a contracted relationship with Z, we're negotiating with Speak and we've responded to an RFP for the Whole of Government panel.

### PEOPLE FOCUS: DIG FOR WHY

**THE NEED**  
"PLEASE CAN YOU GET TIM TAMS FOR THE CLIENT MEETING AT 10"

**OUR PLAN**  
POP TO NEW WORLD AND GRAB TIM TAMS BEFORE 10.

**PROBLEM**  
UHOH, THERE AREN'T ANY TIM TAMS AT THE SUPERMARKET

**OPTION 1:**  
FAIL ON THE WHAT  
"THERE WEREN'T ANY TIM TAMS. SORRY, NOT MY FAULT, I TRIED"

**OPTION 2:**  
WIN ON THE WHY  
"NO TIM TAMS, SORRY, BUT CHECK OUT THESE TOFFEE POPS"

**UNCOMFORTABLE TRUTH:**  
YOU CAN'T ADD VALUE IF YOU DON'T KNOW WHY.

hunch



QUESTION FOUR:

# HOW DO YOU CLEARLY COMMUNICATE YOUR STRATEGY?

*"How do you monitor progress and achievement against your strategy"*

# BOOK OF HUNCH

Our strategy (together with what, how and some nuts and bolts) is captured in a book - and online.



LEARN | GROW | EXPLORE

## BEING BRILLIANT AT HUNCH

Here's all the who, what, why and how you need to be brilliant with us.

**WHO WE ARE**  
We love to help people solve problems by making complicated stuff simple.

**WHAT WE DO**  
We use strategy and creativity to bring people closer to brands they love.

**HOW WE DO IT**  
We bring honesty, bravery and passion to make it easy, excellent and fun.

READ MORE

Website

Book

# THINGS ON WALLS

Our five dots are printed on the wall where everyone can see. Our promise is in neon lights!



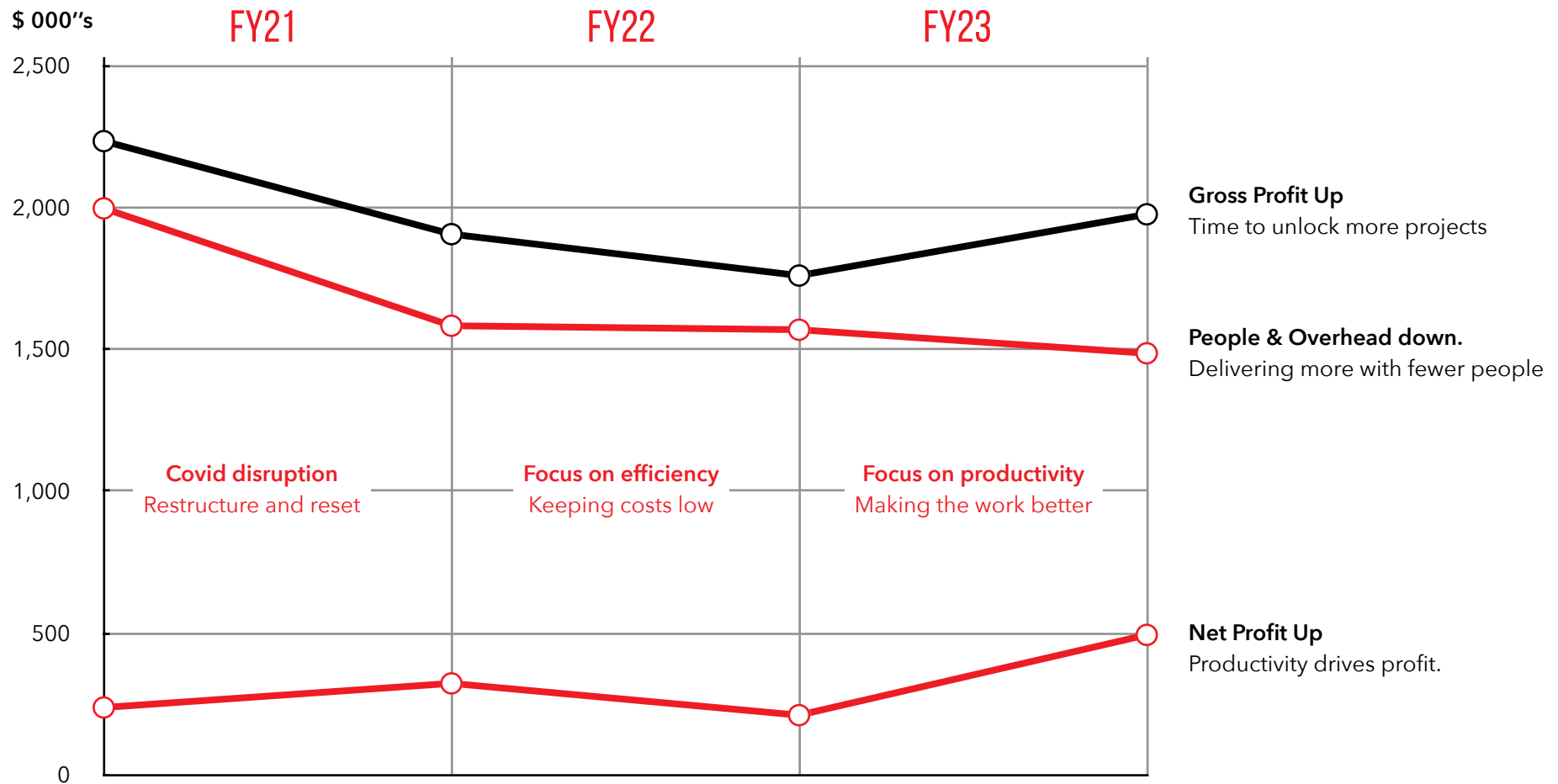
QUESTION FIVE:

# HOW HAS YOUR STRATEGY DELIVERED BUSINESS SUCCESS?

Highlight **significant business achievements** from the last 12-18 months  
(eg sales trends, revenue, profit.) What do you attribute these to?

# NUMBERS AT A GLANCE

We've attached a P&L for each year.  
But here's our topline numbers in a picture.



**DONE**

**MAKE IT EASY**

**MAKE IT EXCELLENT**

**MAKE IT FUN**