

Restructure / Retool Workshop

CRMA – La Jolla, CA

Your Company is a Machine

Your company is a machine that is perfectly designed to get the results you've been getting. If you want to get different results, will need to change the design of the machine. Many business leaders get so caught up working inside the machine that they miss the opportunity to take time to upgrade the machine itself to create game changing results. Whether you are looking to build a better culture, navigate through choppy media waters, improve your sales, engage your audience, or develop your next generation of leaders, you will need to design your company to do what you want it to do.

Workshop

At the CRMA's Publisher's Retreat in La Jolla, CA, CRMA will host an intimate half-day workshop on Restructuring and Retooling your organization to get the results you deserve. This workshop will be facilitated by People Centric, who will also share best practices for restructuring organizations. Participating publishers will share their own best practices and get time to decide on what they will do next and share it with the group. Participation will be limited to 15 businesses per workshop so that publishers can dig deep and share as openly as possible. We will focus on 3 areas for the discussion:

Structure for Culture

How do you develop a strong culture of engagement, focus, and accountability? How do you implement systems and tools for developing leaders and creating bench strength?

Structure for Audience

How do you structure your organization so that you can engage and nurture your audience? How do you align your various channels and create the best possible content across all mediums?

Structure for Advertisers

How do you engage potential, new and current advertisers? How do you not only build revenue, but also build fences around your current advertisers?

