

ELLA ROSIE'S

**SUPPORTING CLIENT LEADERSHIP,
OPERATIONS & AI INTEGRATION**

The agency playbook has changed

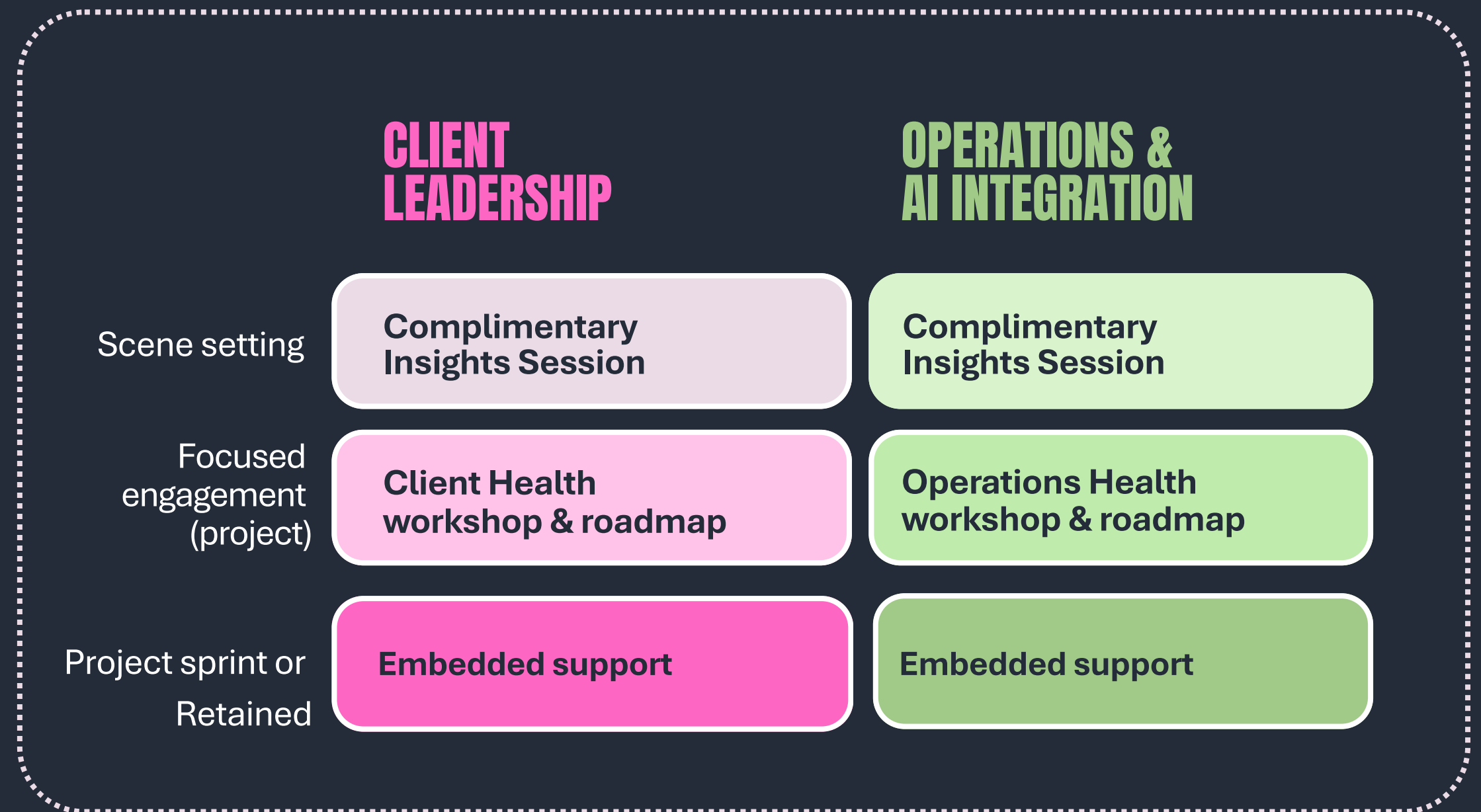
Long term growth and commercial success come down to two things - how well you manage, grow and add value to your client relationships, and how well your business is set up to support that.

Ella Rosie works with agency founders and leaders as a thinking partner, to build the plan and help make it happen across both.

THINK. PLAN. DELIVER.

EVERY AGENCY IS DIFFERENT.
THE MODEL FLEXES AROUND YOURS.

Choose the area where your agency needs support, or combine both where the challenges overlap.



The starting point looks different for every agency. An Insights Session, a focused workshop, or straight into ongoing support (project or retained). Whatever brings you here, the goal is the same; a thinking partner, a plan, and someone to help make it happen.

Client Experience

Stronger client relationships. Better commercial outcomes.

The role agencies play has fundamentally shifted. Retainers are reducing in favour of project work, AI is changing what clients expect, how fast and at what price, and the boundaries of ownership are shifting between agency and client.

Client experience and strategic partnership have never mattered more. Agencies that succeed are the ones that can consistently retain clients, grow account value, protect margin and build stronger commercial relationships. This focus area is designed to help agencies put the structures, behaviours and accountability in place to make that happen. 

Option 01. INSIGHTS SESSION

A **90 minute session** for your leadership team or a select group of staff. **We look at what's happening across the agency sector right now.**

What clients expect, what client experience actually means, where the commercials are under pressure, and what it takes to shift a team from delivery-focused to solutions-led.

This session shares sector context & insights, designed to surface the right conversations internally.

⚡ I run a small number of complimentary sessions each month, for agencies ready to have the conversation about support.

Option 02. CLIENT HEALTH WORKSHOP

A **focused full-day workshop**. Before we start, you complete a short survey and we spend an hour together to **understand where the pressure is and agree the right focus.**

Whether that's margin protection and scope management, building commercial confidence across your account teams, or putting in place the structures that enhance client experience.

After the workshop you get a clear prioritised plan with how to make it happen, (actions, owners, timescales).

⚡ Scope agreed on discussion - delivered as a standalone session or the start of something bigger.

Option 03. EMBEDDED SUPPORT

This is where the plan gets delivered. Working alongside you as a consistent senior presence, embedding commercial behaviours across your client-facing team, building the structures that make account growth repeatable, and keeping the programme of change on track when day-to-day pressures push it down the agenda.

Available as a focused 4-6 week sprint or longer-term embedded support, depending on what you need.

⚡ Retained model is flexible and scoped based on specific agency needs (both short and long-term).

INVESTMENT

Operations & AI Integration



Building systems that last.

The agency operating model is under pressure. AI and automation are moving faster than most agencies have been able to respond to, and the temptation to adopt new tools without the governance or structure to support them is understandable – everyone is trying to keep pace.

The agencies that will get the most from AI and from operational change are the ones that get their foundations right first. Clear processes, documented ways of working, and a structured approach to how new tools get embedded across teams.



Option 01.

INSIGHTS SESSION

A **90 minute strategy session for your leadership team** or a select group of staff. **We look at what's happening across the agency sector right now.**

How AI and automation are changing the way agencies operate, where the risks are when new tools get adopted without the right foundations, and what genuinely effective operational change looks like in practice.

This session shares sector context & insights, designed to surface the right conversations internally.

⚡ I run a small number of complimentary sessions each month, for agencies ready to have the conversation about support.

Option 02.

OPERATIONS HEALTH WORKSHOP

A **focused full-day workshop.** Before we go in, you complete a short survey and we spend an hour together to **understand where the pressure is and agree the right focus.**

Whether that's identifying where current processes are no longer fit for purpose, standardising workflows across departments, building your AI governance and adoption roadmap, or designing a rollout that embeds new ways of working without disrupting client work.

You get a clear plan - with the actions, owners & timescales.



INVESTMENT

⚡ Scope and investment agreed on discussion - delivered as a standalone session or the start of something bigger.

Option 03.

EMBEDDED SUPPORT

This is where the roadmap gets built. Working alongside your leadership team as an experienced operator, embedding standardised workflows, putting governance in place, and rolling out AI adoption in a way that actually sticks without disrupting what's already running.

Available as a focused 2-4 week sprint or longer-term embedded support, depending on what you need.



⚡ Retained model is flexible and scoped based on specific agency needs (both short-term and long-term).

Which challenge feels most familiar?

CLIENT LEADERSHIP

- Clients pulling back on retainers
- Account growth feeling inconsistent

OPERATIONS & AI

- AI adoption feels fragmented
- Processes that don't scale
- Unclear systems or 'playbook'

NOT SURE?

**LET'S DISCUSS
TOGETHER.**



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The Agency Squeeze 🍊 blog