

Mentorship programme for the advertising industry

 By [Ann Nurock](#), issued by [Relationship Audits and Management](#)

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This Covid-19 pandemic has hit the advertising and communications industry very hard, but no more so than the smaller agencies who don't have the finance and resources that the bigger more established shops, and as a result some are struggling badly. This is not good for our industry or clients who need young, entrepreneurial agencies that bring fresh blood and thinking to an established industry. We need these agencies to succeed and thereby encourage other young people to join the industry.



Ann Nurock

So, in support of the advertising and communications industry, I am offering a **mentorship programme free of charge** to agencies of any discipline who comply with the following criteria:

- Must have been in operation more than two years
- Staff component between 5-15
- South African owned
- Must be a transformed business.

After eight years of conducting my Relationship Radar tool, which measures the health of client/agency relationship with 15 corporate clients and over 60 agencies of all disciplines, I have a wealth of knowledge as to what both client and agencies are looking for in a mutually beneficial relationship. In addition, I ran agencies for over 10 years as CEO of Grey SA, followed by CEO of Grey Canada and have subsequently consulted to many on their credentials and client delivery.

My mentorship programme is offered to three agencies for a three-month period each, over the next year (nine agencies in total) and will include the following:

- Reviewing their credentials
- Identifying their strengths and weaknesses
- Defining their proposition
- Refining their technical needs

- Preparing them to be pitch ready for clients.

Each of the three agencies will receive two hours of mentorship a week for three months and can be of any discipline, other than media at this stage.

Any agency that is interested in the mentorship programme, and complies with the criteria should submit a motivation document/credentials to me at ann.nurock@relationshipaudits.com by Monday, 15 June, and the first three will be selected and commence mentorship on 1 July.

I also encourage any former agency executives who are now consultants to join me on this programme in order to provide the skills and learnings to our smaller agencies. Together we can make a difference.

#supportsmallagencies

ABOUT ANN NUROCK

Ann is a Partner at Relationship Audits and Management, a global consultancy that measures and optimizes client /agency relationships. Her proprietary Radar tool is used by 30 corporates globally and as a result she interacts with over 80 agencies of all disciplines. Ann spent 25 years plus in the advertising industry as CEO of Grey Advertising South Africa, and head of the Africa region followed by President and CEO of Grey Canada. Contact details: ann.nurock@relationshipaudits.com | Twitter @Annnurock

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