



HI THERE.

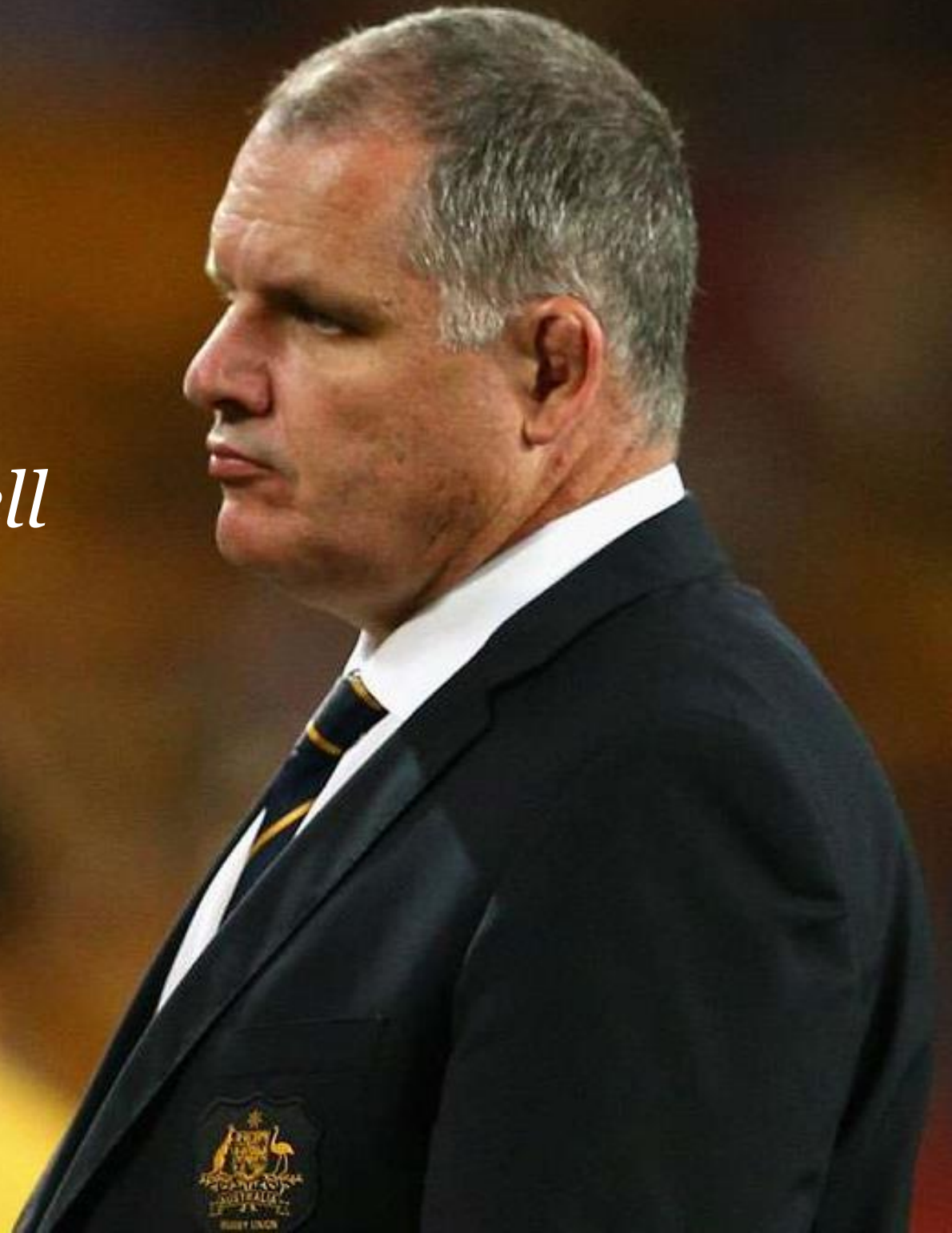
A presentation to the HASANZ Conference : September 2016

Peter Biggs, Chief Executive: Assignment Group New Zealand

Assignment:

*“ Culture is a
thousand little
things done well
every day. ”*

- Ewen Mckenzie



OUR FOUR PRINCIPLES

Having built our structure from scratch we've developed four platforms, which combine to create a unique offering.

We work with the key decision makers. We won't work without them. We realise that their time is at a premium and so too is their knowledge.

We have developed a working method that seeks to maximise the value of the time spent by everyone concerned so that we get to better answers, quicker. Decisions taken are decisions implemented. There is no second-guessing, no hierarchy, no gamesmanship.

By working this way we believe we understand the issues better, develop a closer relationship with you, the client, and remain open to finding the most potent solution.

1. We begin sooner
2. We assume nothing
3. We dig deeper and think broadly
4. We deliver actionable recommendations and execute brilliantly

Be mindful of formulas. Why should we expect fresh ideas without fresh input?

Briefs are formulas. Too often, even the best one-page brief leaves the magic off the page.

Spot trouble brewing before it boils over.

Get to the heart of what needs to be achieved but make sure the heart is still beating.

Figure out how to take the heat out of the situation. Ask for help.

Every piece of business is winnable - it's a matter of application and patience.

We take pride in good manners - and we need to constantly remind ourselves of their importance.

Remember H's single greatest contribution to suiting - the head nod, if you've got your case well prepared, your audience will nod their way to a yes. Watch for hesitation. Address it. Move on. Present an alternative.

Learn from the masters. What Bill Bernbach is to creativity, David Ogilvy is to suiting.

You are singularly responsible for energising your accounts.

Lead from the front. Don't hide behind the other members of the Assignment team.

“Culture is the way we do things around here.”

Assignment:

*“Move fast
and break
things.”*

– Mark Zuckerberg



Assignment:



Why are these men smiling?

Assignment:



Dany DeGrave @DanyDeGrave

22h

Why was a small start-up with only 13 employees able to build **Instagram** while a company like **Kodak** was not? ow.ly/aJ00Y
#disrupt...

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Assignment:

Fact:

Research has shown that the average American attention span in the year 2000 was 12 seconds.

In 2016, it is eight seconds.

Assignment:

This is now less than the average
attention span of a goldfish.

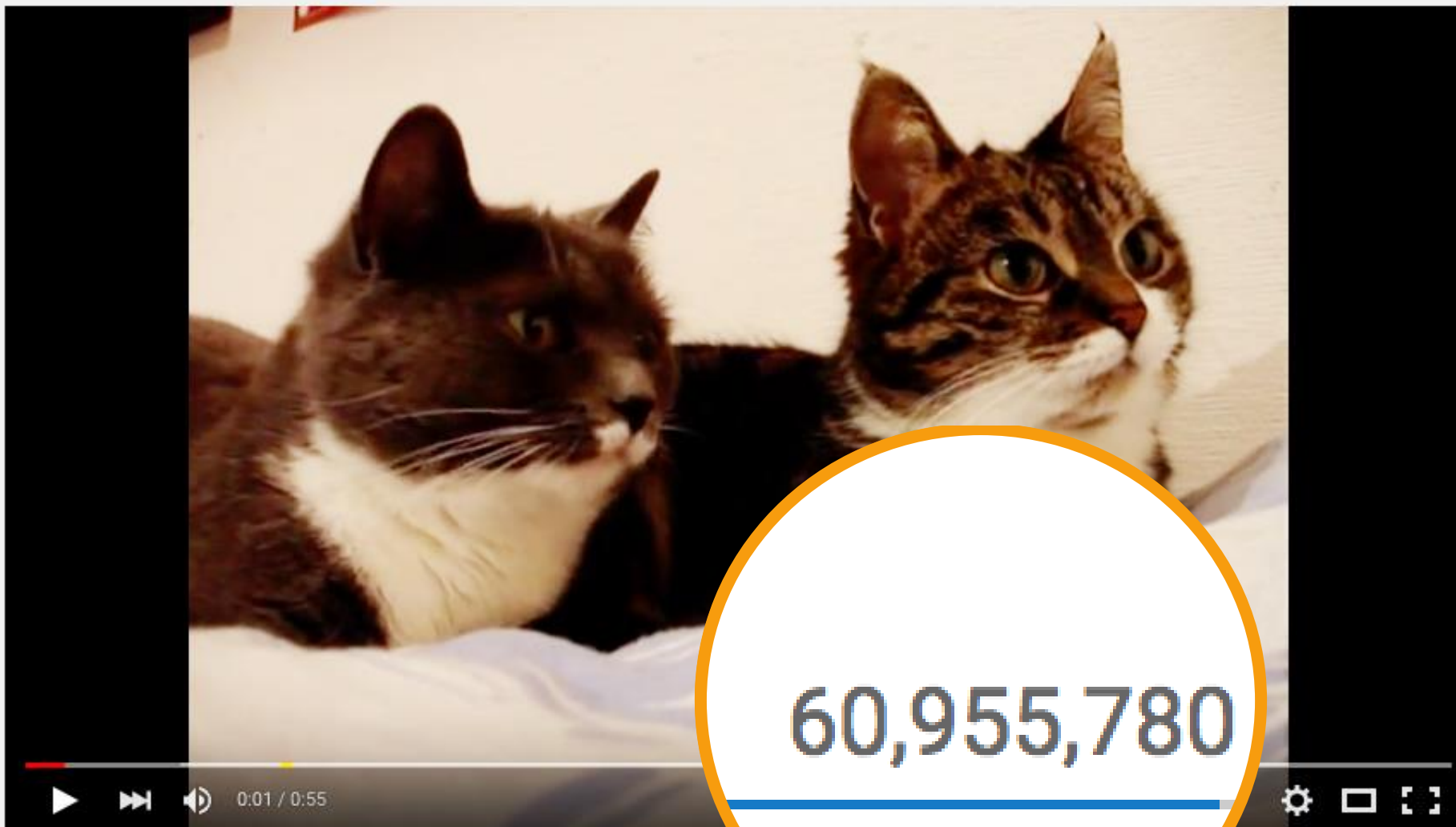


Assignment:





Assignment:



60,955,780

The two talking cats



TheCatsPyjaaaamas

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**So what makes
it through?**

Matter





new zealand productivity problem



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Small community, large problem – New Zealand's ...

https://www.ipanz.org.nz/Category?Action=View&Category_id=209 ▾

Agencies are trying to harness their resources to tackle one of New Zealand's most puzzling issues: our poor record on productivity. They call it "the productivity ...

New Zealand's Productivity Performance - The Treasury

www.treasury.govt.nz > ... > Research and Policy > Productivity Papers ▾

The ability to gauge productivity varies across the economy. Although there are still significant issues, productivity measurement in New Zealand has improved ...

Productivity: New Zealand's Biggest Economic Problem ...

nzinitiative.org.nz/.../Productivity+New+Zealands+Biggest+Economic+Pr... ▾

Productivity: New Zealand's Biggest Economic Problem. Library by type >

Productivity: New Zealand's Biggest Economic Problem ...

^[PDF] Housing affordability inquiry - Productivity Commission

www.productivity.govt.nz/.../Final%20Housing%20Affordability%20Re... ▾

issues. The Commission's work is guided by the New Zealand Productivity ... problems with achieving scale in new house construction and inefficiencies, costs ...

^[PDF] The productivity problem - Grant Thornton

www.granthornton.co.nz/Assets/.../GTNZ-productivity-240914.pdf ▾

declares New Zealand faces a serious productivity problem may seem like we're raining on this parade. But all parades - the Christchurch rebuild and our ...

Brian Fallow: Productivity gap a real mystery - Business - NZ ...

www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid... ▾

Sep 26, 2013 - Let's start by acknowledging that New Zealand struggles to earn a First ... The reason for the productivity problem is fairly simple - a move to a ...

Assignment:

Nearly a million Kiwis hate their jobs

NIKO KLOETEN



Last updated 11:55 30/10/2014

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What is your dream job?

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Better Business

- Filipino rebuild workers reluctant to speak about exploitation
- Employee unfairly dismissed after Vegas spending spree on company credit card
- Rebecca Stack wins supreme 'mumtrepreneur' award for Christchurch
- Eye Surgery
- Dredging NZ fined over Auckland worker death
- Employee unfairly dismissed after Vegas spending spree on company credit card
- Rebecca Stack wins supreme 'mumtrepreneur' award for Christchurch

Forty per cent of the New Zealand work force, or about 920,000 people, are unhappy in their jobs, research by employment website Seek suggests.

Seek New Zealand general manager Janet Faulding said people who were unhappy at work should reflect on why that was the case.

"It may be pay-related, it may be the challenge of juggling family commitments, but it can also be that they're just not passionate about their line of work or don't find it challenging," she said.

"Having an open conversation with your manager and coming up with a proposed solution is the first step that one can take to control their

"It may be pay-related, it may be the challenge of juggling family commitments, but it can also be that they're just not passionate about their line of work or don't find it challenging," she said.

Assignment:

A black and white portrait of Simon Sinek, a man with glasses and a beard, wearing a suit and a patterned shirt. The image is the background for the entire slide.

Organisations often get preoccupied with selling
the what but people buy **the why**

Simon Sinek



Great Brand Purposes



To experience the
emotion of competition,
winning and crushing
competitors



To make
people happy



To liberate human
creativity

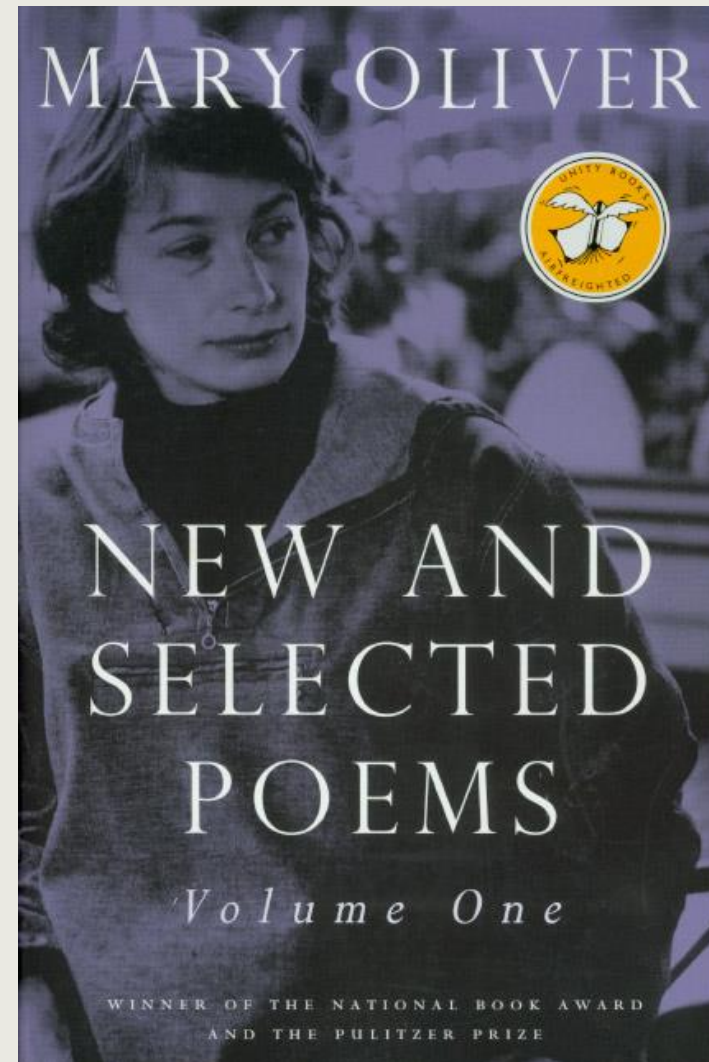


Cultivate a
better world

All represent each brand's inspirational reason for being, explaining why they exist and the impact they want to make in the world

Assignment:

“*Tell me, what is
it you plan to
do with your
one wild and
precious life.*”
– Mary Oliver
“*The Summer Day*”



Assignment:



Assignment:

Lifestyle | Cars

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Self-driving Tesla 'saves man's life' by steering him to hospital



The Tesla Model X has an Autopilot self-driving function

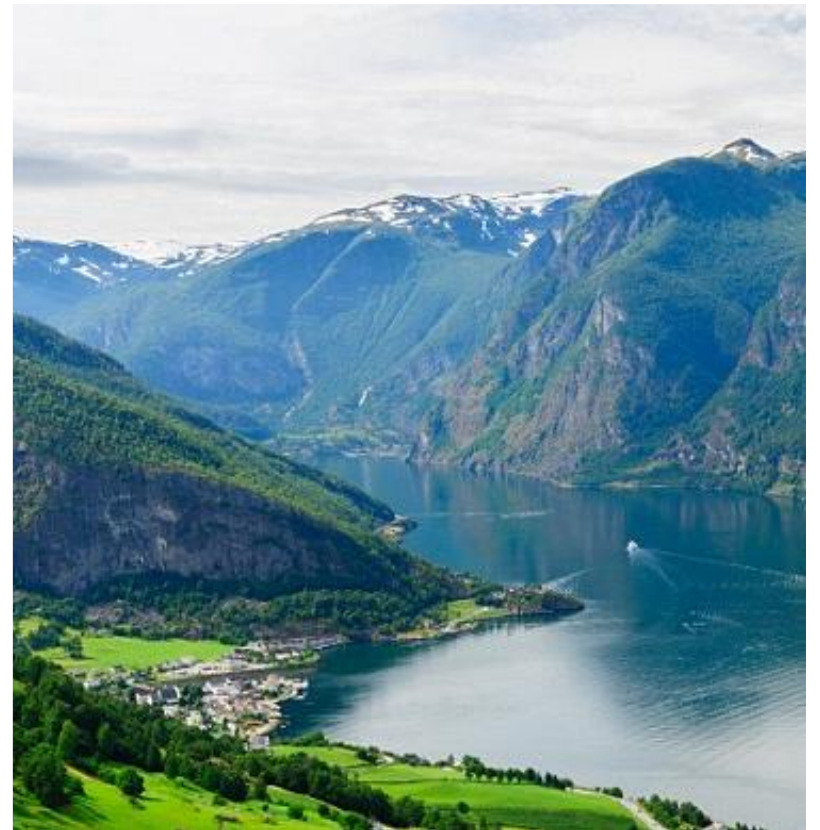
By [Alex Robbins](#)

9 AUGUST 2016 • 12:41PM

A self-driving [Tesla Model X](#) is being credited with having helped save an American man's life after its Autopilot function got him to a hospital when he suffered a pulmonary embolism.

Joshua Neally, a lawyer from Springfield, Missouri, was driving to work one morning when he felt an excruciating pain in his abdomen and chest.

Assignment:



The Swedish Number.

Assignment:

Assignment:

Old Spice

“We make antiperspirant and laughter.”

Old Spice



Assignment:

Lessons:



Lessons:

- 1) Disrupt...and keep disrupting
- 2) Create a higher purpose
- 3) Creating action requires emotion

*“ The essential
difference
between
emotion and
reason is that
emotion leads
to action ”*

– Neurologist



Lessons:

- 1) Disrupt...and keep disrupting
- 2) Create a higher purpose
- 3) Creating action requires emotion
- 4) Measure, measure, measure
- 5) Enforcement is important
- 6) Leadership



“ Oh, I want for a moment to make our undiscovered country leap into the eyes of the old world. It must be mysterious, as though floating – it must take the breath.”

- Katherine Mansfield

Assignment:

Assignment: