


INDUSTRY SCORECARD


INDUSTRY TARGET

Industry regrettable loss 11% by 2025 (from 17%)
(measurement via MFA Census)

	SCORE >	INDUSTRY
How likely are you to recommend your organisation as an employer to friends and colleagues?		eNPS 34

PROCESS		Out of 100
 Driving more efficient and effective ways of working	I spend more of my time solving problems, generating ideas or developing solutions than I did 12 months ago	82%

PEOPLE		Out of 100
 Attract, keep and inspire the best talent pool	I feel like I am included and belong in the Media Agency industry I see a career path for myself within the Media Agency industry	94% 84%

PERFORMANCE		Out of 100
 The work we do in growing clients and businesses	I feel empowered to make small or big changes, which make a difference at work I believe what I do is important to drive business and economic growth	88% 91%