

Will McInnes



**KONFERENCE
OM ARBEJDSGLÆDE
24. MAJ
2012**

NixonMcInnes

Success
through
happiness

@willmcinnes





Ricardo SEMLER MAVERICK!



THE SUCCESS
STORY BEHIND
THE WORLD'S
MOST UNUSUAL
WORKPLACE

10TH ANNIVERSARY EDITION

Commentary by Jake McKee, JP Rangaswami, and Dan Gillmor

With a new
introduction and
chapters by the
authors

THE CLUETRAIN MANIFESTO

RICK LEVINE, CHRISTOPHER LOCKE,
DOC SEARLS AND DAVID WEINBERGER

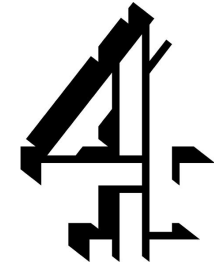
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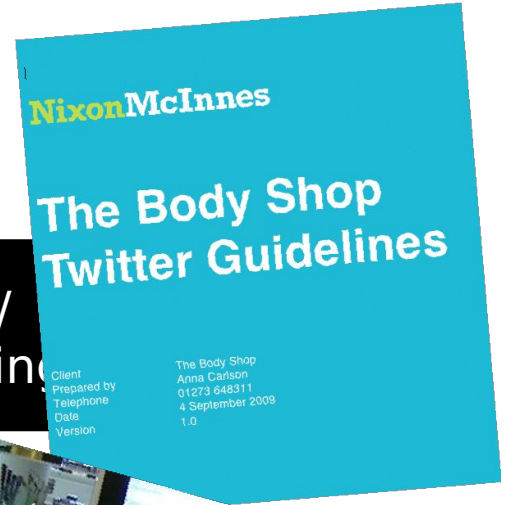
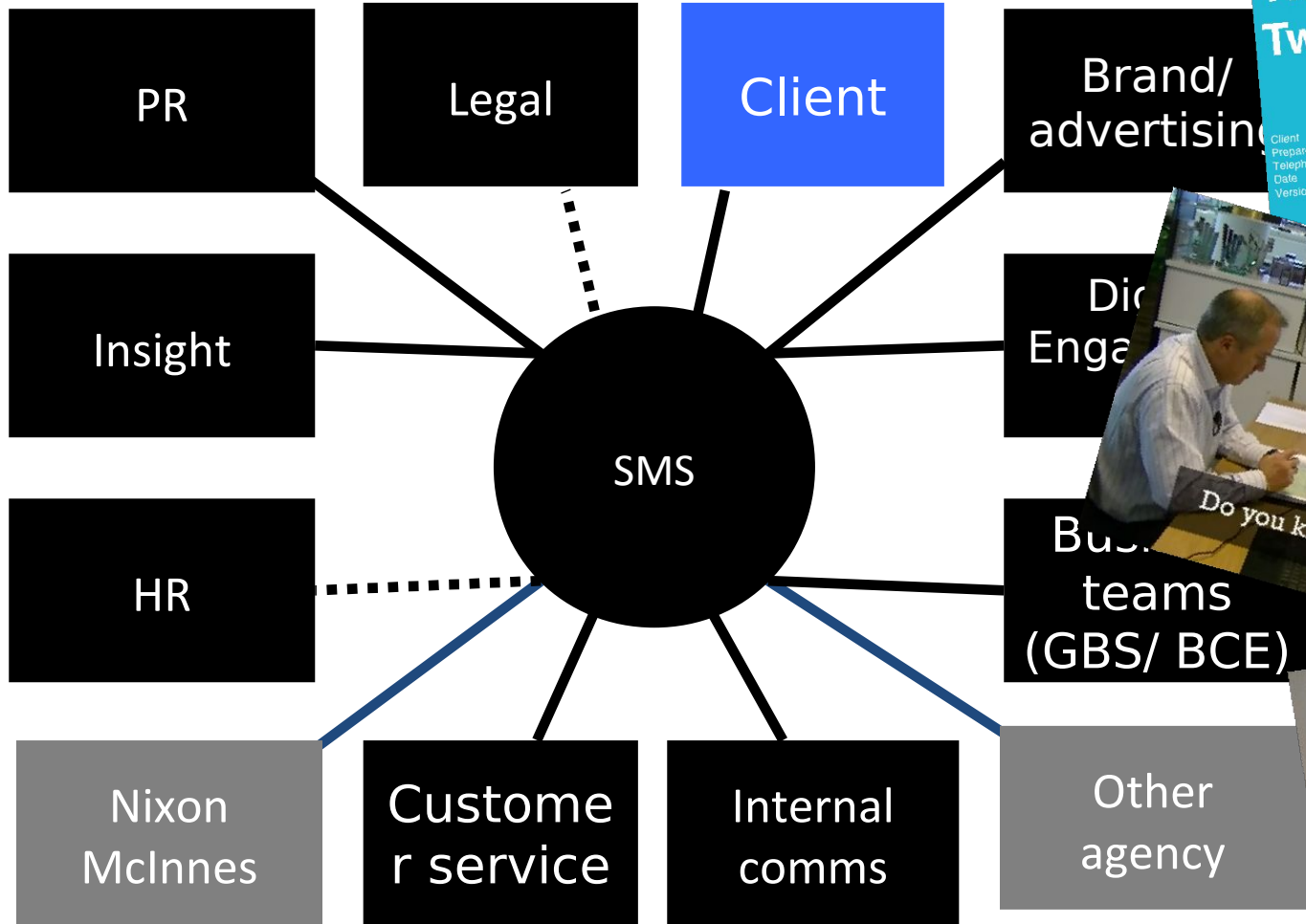


Foreign &
Commonwealth
Office



A Telefonica company





The Promise

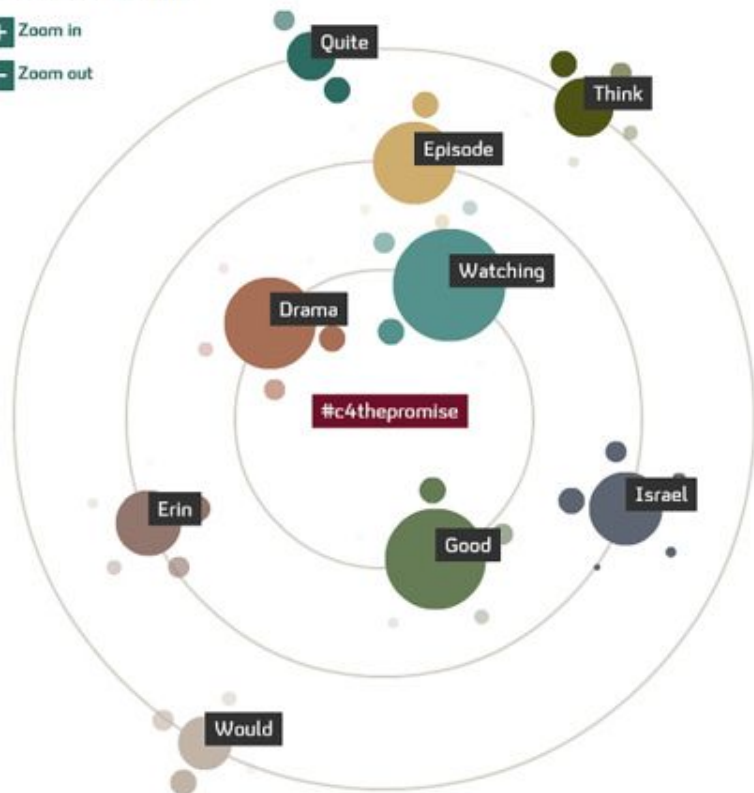
Explore what people on Twitter are saying about The Promise

? What's this

6 FEB Episode 1 | 13 FEB Episode 2 | 20 FEB Episode 3 | 27 FEB Episode 4 | VIEW ALL

Tweet constellation

- + Zoom in
- Zoom out



○○○ Number of Tweets

All tweets about The Promise

-  sharifablahh sharifa e. the contrast of living conditions between Israel and Gaza/Westbank are so blatant #ThePromise 11:51 PM Mar 5th
-  KellyClark_ Kelly Clark Just caught up on the last ep of #thepromise got a bit tearful there for a moment. 10:24 PM Mar 5th
-  matt_hero Matt Mullen Just caught up #C4's #ThePromise. Stunning. I cried #YesIAmABigSap 10:22 PM Mar 5th
-  MariaBarrett Maria Barrett Watching last ep of #thepromise on 4OD 10:12 PM Mar 5th
-  IndigoBlossom Indigo Smith The last episode of #thepromise was so sad. It had me in tears. :(10:02 PM Mar 5th
-  StapletonJames James Stapleton Just finished watching #c4 #thepromise well done #c4 brilliant

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The fun stuff



Louise Ash

Hello! It's a school inset day and my childcare arrangements have malfunctioned. Will catch up on mail from home briefly today but then be in the office proper like on Tues, Weds and Fri. And I will bring you holiday fudge!

1 day ago from Android V1 · Reply · Like · More

😊 Liked by [Matt Matheson](#).

Write a reply...



Max St John

I'm unexpectedly going to have to work from home today. Electrician coming round – Liz was meant to be at home but has to go in. Available on mobile if you need me and will rearrange any meetings I had lined up.

1 day ago · Reply · Like · More

ROWE



Max St John

Going out for a run, back online in a bit.

18 hours ago · Reply · Like · More



Anna Carlson

I'm going to be in at about 11am tomorrow – will be on email before that

19 hours ago from Air Desktop · Reply · Like · More

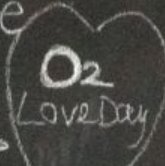
THE NIM WALL OF WIN

FEO WANT GLOBAL ROLL-OUT OF SOCIAL PROGRAMME

GREAT FEEDBACK FOR NECTAR TRAINING

SSSEA New Biz

Beth's interactive democratic decision app



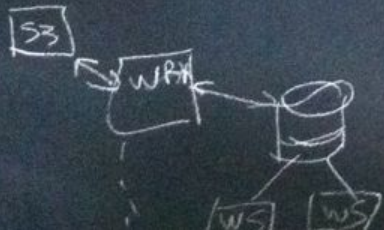
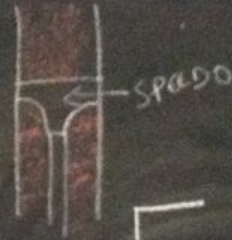
Edd's game Jam

KIMBLE!
ONE SYSTEM WIN!!



THE CURRENT HOLDER OF THE NIXONMCINNES SHIELD AND SWORD OF WIN™

IS:



Exciting Barclays employee engagement project!

Insights

PAN MAC

FCC EX

Everyone getting grips with the system - You



Wall of win

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First Fridays



NixonMcInnes Stereo @nmstereo

25 Oct

@jennilloyd fancies a bit of [spotify:track:1133iOkr2WaDU95qsVnkpK](https://open.spotify.com/track/1133iOkr2WaDU95qsVnkpK)
:) #nmstereo

Expand



NixonMcInnes Stereo @nmstereo

21 Oct

@spoonersean fancies a bit of
[spotify:track:1bs2kmXeGoo8HEQaNDL1sT](https://open.spotify.com/track/1bs2kmXeGoo8HEQaNDL1sT) :) #nmstereo

Expand



NixonMcInnes Stereo @nmstereo

30 Aug

#Nowplaying Owner Of A Lonely Heart / Yes, requested by @empika
[spo.tl/he5Lb](https://open.spotify.com/track/he5Lb)

Expand



NixonMcInnes Stereo @nmstereo

30 Aug

#Nowplaying Plug It / Sebastien Tellier, Mr Oizo, SebastiAn, requested
by @jamesdevonport [spo.tl/9PhcB](https://open.spotify.com/track/9PhcB)

Expand



NixonMcInnes Stereo @nmstereo

9 Aug

#Nowplaying Lend Me Your Love / Slackstring, requested by

NMStereo



NixonMcInnes Stereo @nmstereo

9 Aug

#Nowplaying Crazy, Crazy Nights / Susanna and the Magical
Orchestra, requested by @CliveAndrews <http://spo.tl/qvXNN>

Expand



NixonMcInnes Stereo @nmstereo

9 Aug

#Nowplaying Get It Together / The Go! Team, requested by
@CliveAndrews <http://spo.tl/6pT9c>

Expand



NixonMcInnes Stereo @nmstereo

9 Aug

#Nowplaying I Predict A Riot / Bonzo Dog Doo Dah Band, requested
by @CliveAndrews <http://spo.tl/27eTf>

Expand



Summer Camp



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The tough stuff











Revenue forecast

March: £119,066

April: £48,864

May: £29,364

Profit: £71 K

Happiness: 66%

Here are the **Management Accounts** for the month. The headline

1. We delivered £93k for the month. But we had to do some adjustments as some items were duplicated in the SASS and SDSS - so we are reporting £79k
2. Forecast for March is £116k.

Do some of you still need to have a session to go through the **accounts** to make you know and we can organise a meeting?

Tnx

L



How much does everyone earn?

Added by [Telmo Carlos](#), last edited by [Tom Nixon](#) on Mar 24, 2011 ([view change](#))

As part of our open book accounting policy, salaries at NixonMcInnes are published.

You can see when the last edit was just above these words. Leesa or Lasy can

6 attachments — [Download all attachments](#)

 **Narrative on Management Accounts**
26K [View](#) [Download](#)

 **headlines.pdf**
23K [View](#) [Download](#)

 **summary.pdf**
47K [View](#) [Download](#)

 **P&L.pdf**
64K [View](#) [Download](#)

 **balance sheet.pdf**
39K [View](#) [Download](#)



Rewards
team and
Benefits team

WELCOME TO MY
SALARY REVIEW

PLEASE FOLLOW →

PROPOSE AN INCREASE FROM
£28,500
TO £33,000
TO REFLECT
MISSING
PARTICIPATION
SHARE,
I AM
ASKING
FOR
AS A
BONUS

ATTRACTIVE

I BELIEVE
THE AMOUNT
IS
FAIR



INDEED,
AND
RATHER
SQUIT-
TABLE

BE RESPONSIBLE
FOR THE PIONEERS
PART WIN



I EMBRACED MY
MR BEAN-ISMS
FOR TRAINING

**FUTURE GOAL: BE A KEY
SENIOR MEMBER OF THE
TEAM, WITH BIG CLIENTS,
AN EYE ON THE FUTURE,
AND A STAKE IN THE
ATMOSPHERE**

Word cloud containing terms like: "enthusiastic", "forward", "feedback", "proactive", "motivated", "account", "stake", "big clients", "future", "atmosphere", "key", "senior member", "team", "eye on the future", "stake in the atmosphere".





Respect, Empathy & Congruence



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Challenges



CREATE

May 2012

M	T	W	T	F	S	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

My calendars

- Will McInnes
- Board Room
- Client love
- Creative area
- Events
- Small meeting room (...)
- Tasks

Other calendars

Add a colleague's calendar

- Anna Carlson
- Belinda Gannaway
- Beth Granter
- Caz Yetman
- Clive Andrews

GMT+00	Mon 28/5	Tue 29/5	Wed 30/5	Thu 31/5	Fri 1/6
07:00			Jamie's birthday		
08:00		07:11 – 11:00 Train from Hove to Newcastle	07:11 – 11:50 TDC - Travel (Hove to Newcastle)		
09:00				09:05 – 17:05 Work from home	
10:00	09:30 – 10:00 New biz meeting	09:30 – 10:00 New biz meeting		10:00 – 10:30 New Business team	09:30 – 10:30 Jules & Will catch ups
11:00	10:30 – Stand up				
12:00	11:00 – Will/Lou A				
13:00		12:00 – Channel 4			
14:00	13:30 – 14:30 NixonMcInnes Weekly Catch Up	13:00 – 17:00 Thinking Digital conference			13:00 – Jenni, Jules
15:00	15:00 – 17:00 Maestro program discussions - EMEAR - Maestro		15:00 – 16:00 Steve and Will catch up		
16:00					16:30 – 18:00 Team Meeting
17:00			17:00 – 23:00 Travelling back		16:30 – 17:00 First Friday
18:00		18:00 – 20:00 Speakers dinner			18:30 – 22:30 Prometheus
19:00			19:04 – Train Newcas		

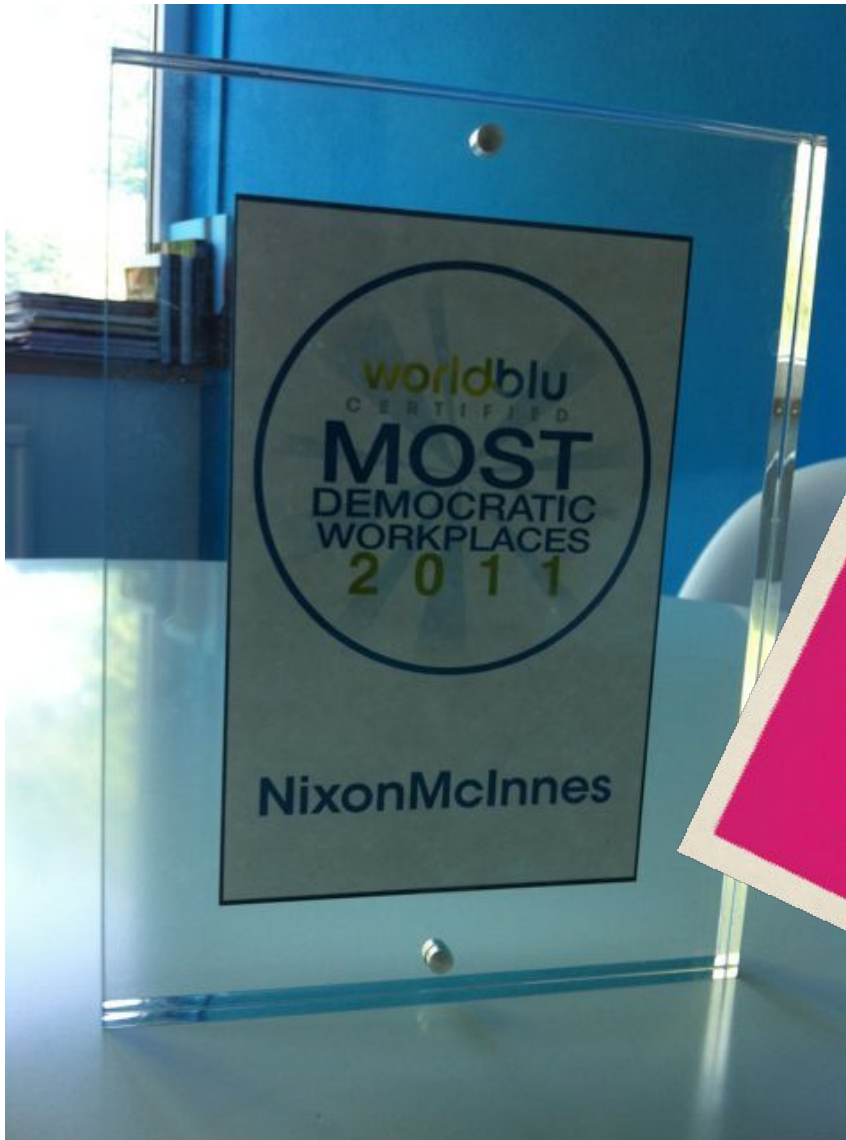




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Results?





What we think

Broadcast

Current work

Data

Events

Finance

internal comms

Marketing & PR

Not for profit

Recruitment

Social business

Social media

Technology

< Previous

Next >



A great year but now what?

Phew!

Two big m
representi

On the c
together o
year, as o
really stro

which is substantially more than the last couple of years, but more importantly we made a 10.4% net margin. So we have profits and revenue growth we are happy with, and a strong cash balance.

Our whole team worked bloody hard to create those results – we really worked for it. Like *really*. There were times when we looked at bleak projections, months when we made losses, Mondays when the project pipeline was worryingly

Share this story

2

30

20



+1



Like



Tweet

Income growth 20.3%
Net margin 10.4%
Happiness 82%

16th May 2012

Culture Shock: the future of business is social

16th May 2012

We're hiring again! This time a Project Manager.

15th May 2012

NixonMcInnes

Go do it :)

@willmcinnes

www.nixonmcinnes.co.uk

Culture Shock available
for pre-order on Amazon

