

# Company overview



Dynamo creates and produces audiovisual content for international and LATAM markets



## Key clients



## Top productions



## Project overview and timeline

**Objective:** Dynamo needed to align senior management on a unified strategy and identify key initiatives to help operationalize the strategy drive its implementation

### Re-scope

### Research

### Strategy workshop

### Synthesis

- Original project was to **operationalize** Dynamo's strategy
- During project scoping, we identified a need to align on **what really is Dynamo's strategy** and how to implement it

- Interviewed 11 **Dynamo employees** from senior leadership to operating employees
- Interviewed 7 **industry and workshop experts**
- Collected data to make workshop **data-driven**

- Facilitated workshop** with Dynamo's board of directors
- Challenged assumptions** and steered management toward **action plans**

- Formally defined **mission and vision**
- Set 2 **strategic focus areas** for growth and 4 underlying **strategic objectives**
- Identified 13 **initiatives** to help dynamo achieve those objectives, with a **scorecard and roadmap** for each

## Strategy Workshop Outputs

### Define strategic initiatives

### Create roadmap for implementation

Initiative description	Maintain production services	Produce more original content	Focus on LATAM and Global content	Consolidate footprint in US, Spain, Mexico
T1 Create deal structuring and negotiation support for EPs by hiring a business affairs manager	✓			
T2 Document a clear career path from introductory hire to EP with a formalized mentorship program and a benchmarked compensation structure	✓	✓		
T3 Develop and structure Dynamo's selection process, candidate criteria, and onboarding approach	✓	✓		
T4 Institute programs to identify high-potential, external talent and create scheduled forums to develop those relationships		✓	✓	
T5 Create a dedicated chief content officer (CCO) role to enhance management around project development		✓	✓	
C1 Establish internal policies and activities to promote creative development within Dynamo		✓		
C2 Implement policies around ensuring culture is consistent throughout offices as Dynamo grows		✓		✓
P1 Set up a project management office (PMO)	✓	✓	✓	✓
P2 Formalize structure around project development, from idea generation to pipeline management		✓	✓	
A1 Establish a creative hub in LA			✓	✓
A2 Create plan for Dynamo's Mexico expansion, including considerations for impact on Colombia footprint				✓
M1 Increase frequency of international film-related events featuring Dynamo			✓	✓
S1 Weigh and implement business case for options to broaden US network			✓	✓

Below is one of thirteen scorecards designed to support the implementation of the strategic objectives

T2 Establish career path and mentorship	
<b>Description</b>	Document a clear career path from initial hire to EP with formalized mentorship and compensation
<b>Initiative owner</b>	TBD
<b>Overview</b>	<p>This initiative is comprised of several components:</p> <ul style="list-style-type: none"> <li><b>Illustrate career path</b> with positions, timeframes, and requirements to advance</li> <li>Evaluate results of compensation study and <b>adjust pay as necessary</b> to ensure it is competitive with the earnings of freelancers</li> <li>Establish <b>formal mentorship program</b> to provide guidance and opportunity for younger producers</li> </ul>
<b>Key facts</b>	<p><b>Investment expected: low</b></p> <ul style="list-style-type: none"> <li>Salary to improve retention</li> <li>Time required to develop and implement processes</li> </ul> <p><b>Geography</b> <b>Timeline</b>  Medium-term</p> <p><b>KPIs impacted by this initiative</b></p> <ul style="list-style-type: none"> <li>Time from approved idea to start of production</li> <li>Number of ideas pitched (internal / external)</li> <li>Number of projects produced as production services</li> </ul>