



FOOTE, CONE & BELDING

**INDUSTRY**

Advertising

**WEBSITE**

fcb.com

**LOCATION**

New York, New York



“I am excited that the new Workfront experience feels slicker and takes fewer clicks, while also allowing for more user customization.”

—Kathy Haven

VP, Director, Strategic Operations PMO, FCB

## FCB looks forward to streamlining workflows in the new Workfront experience.

**THE OPPORTUNITY:** Foote, Cone & Belding (FCB) is a large global advertising agency with thousands of Workfront users. When the system admins at FCB were first introduced to the new Workfront experience, they were thrilled about the sleeker design and streamlined navigation. FCB is taking a proactive and phased approach to introducing their teams to the new Workfront enhancements, getting them excited for the UI updates while planning an effective rollout.

# The FCB plan.



## Start with early adopters before rolling out the enhancements in controlled waves.

FCB is bringing users into the new Workfront experience slowly, beginning with selected early adopters, while monitoring the feedback that comes in from these users. Then they'll start expanding the roll out to other teams, such as Project Managers, Producers, and certain Account teams. A paced rollout can help leaders iron out issues before cascading the new experience across the organization.



“Our team just finds Workfront so incredibly valuable. The UI is modern and fresh, which helps us manage our digital work processes faster and with more predictability.”

—Anthony Imgrund  
Project Manager, FCB



## Meet people where they are and provide ongoing training.

Kathy and Anthony will do walkthroughs with their users in small groups, comparing their current experience to the new one. “We need to meet our users where they are while getting them excited about the changes,” says Anthony Imgrund, Project Manager, FCB. “We have control over it, too. We can switch them back and forth between the experiences to help them transition.” After a month of open training sessions for those who've opted in, all new hires will be onboarded directly to the new experience.



## Deploy the new Workfront experience to all users by October 5.

In order to avoid the year-end rush often associated with enterprise work management, Kathy and Anthony are working to have all of their users using the new Workfront experience by the beginning of October. “People are going to like the new workspaces,” Kathy says. “We can't wait to roll out the new Workfront experience across the organization.”

## SUMMARY

FCB is bringing an excited energy to the rollout of the new Workfront experience while anticipating their users' needs with an action plan. FCB is a global, award-winning and fully integrated marketing communications company with a heritage of creativity and success dating from 1873. FCB focuses on creating “Never Finished” campaign ideas that have the power to transform brands, businesses and communities.

FCB (Foote, Cone & Belding) is a global, award-winning and fully integrated marketing communications company with a heritage of creativity and success dating from 1873. Named Cannes Lions 2019 North American Creative Agency of the Year and a 2019 Ad Age A-List global top 10, FCB focuses on creating “Never Finished” campaign ideas that have the power to transform brands, businesses and communities. With more than 8,000 people in 109 operations in 80 countries, the company is part of the Interpublic Group of Companies (NYSE: IPG). Visit [fcb.com](http://fcb.com) or follow @FCBglobal on Instagram and Twitter and FCB Global on Facebook.

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