

By making the most of your agency relationships you'll be able to deliver the best work, in the most efficient way, increasing your internal profile and getting the recognition you deserve.

**Here are some top tips from your DHL colleagues on how to get the most out of your agency partnerships.**





**"Work collaboratively with agencies to explore and help shape what you need."**

Having a briefing form with the right fields is a great foundation, but allowing agencies to be curious and take a more consultative approach helps to really tease out the details and build up the solution."

**Lou Barber**  
**VP Global Head of Marketing**  
**DHL Supply Chain**

"To get the best out of an agency, it is important to see the people behind the 'service provider'.

**Working together respectfully leads to a partnership that delivers better results for your business and opens opportunities for mutual growth and continuous improvement."**

**Liz Perry**  
**Head of Global Brand Development**  
**DHL Supply Chain**



Briefing is key – the better you brief, the better the agency support will be. And don't forget to give wider context!

Be very clear on what you want to achieve (and clear on what you don't want).

**Treat your agency like your extended team – this way you will benefit the most.**

Be open minded – something that may not initially appeal, may be super bold and innovative. After all – this is what you hire an agency for. So give them a chance!



**Joanna Augustynowicz**  
**Senior Director Employee**  
**Engagement and Experience,**  
**Americas**  
**DHL Express**

**"Honesty is the best policy for me when it comes to working with an agency.**

Honesty about what I need (or think I need), what I don't need (or think I don't need), what I like and what I don't like.

And to be open to a constructive, collaborative exchange that might just take me somewhere I'd never even thought of!"

**Isis Martin**  
**Senior Director**  
**Employer Brand,**  
**People Content &**  
**Inclusion – Europe**  
**DHL Express**





**"Any good relationship between an organization and an agency is based on trust and clarity."**

Before you start working with an agency partner, there is a lot to sort out internally: what are your goals, target audiences, preferred channels, timelines and learnings from the past. The better you know what you want, the better the collaboration."

**Janine Langlotz**  
**Head of Digital People Content**  
**DHL Express**