

CreativeExecs Roundtable Highlights

"Workfront: Mastering Adoption and Workflow"

Tips to Ensure Workfront Success for Your In-House Agency

According to Workfront, more than 3,000 global organizations use the company's project management software to help people get their best work done and help their enterprises thrive in a digital world. For creative teams, Workfront is a sizeable investment, and they often stumble out of the gate when deploying it. The implementation is complex; getting it right the first time is an ambitious goal. And if you get it deployed, can you get it adopted? Can other teams' success help ensure your own?

Discussion Takeaways

These questions, and the challenges surrounding them, were items of interest during our recent CreativeExecs Roundtable series, "Workfront: Mastering Adoption and Workflow." Participants from around the country gathered to discuss the best ways to attempt and succeed at transitioning to Workfront and realizing its transformative power. Whether they were kicking the tires, recent purchasers, would-be implementers or everyday users of Workfront, they all gained productive insights for getting maximum value from the platform tool—based on the real-world experiences of their peers and our consulting experts.

Some key points that were discussed include:



Ready, set, get started the right way. You're not ready to implement until you define why you need Workfront, determine your goals for it and set rules for using it. Ask your team: What's our story? What data do we need to tell it? What should go in reports? Hit "GO" only after you agree on the answers.



Dedicate an administrator—a must! A go-to resource for all things Workfront is critical—not just for configuring the tool, but maintaining it as well. Supporting Workfront is a full-time job, and provides greater opportunity for success.



Launch in phases. Workfront's features are very robust, so roll them out in phases—slowly adding teams after the pilot. Make a change management plan covering communications, testing, training, launch strategy, launch and post-launch support.



Nix garbage in, garbage out. Workfront won't fix broken processes. Take time to review and fine-tune them before configuring the tool.



Gain vital backing up front. The support of key stakeholders really matters to the success of a Workfront transition. It's very important to seek alignment at the executive level, to partner with IT early (working out SSO and any required third party integrations) and to build enthusiasm among all the departments that will be using the tool.

In-House Creative Leaders On Project Management Technology

From our 2019 In-House Creative Industry Report

82%

now use a project management system (28% increase)

71%

have an assigned administrator managing the tool (53% of administrators also perform other functions)

29%

Use Workfront software for project management

Full report available at creativeindustryreport.com

CreativeExecs
roundtable

Hosted by The BOSS Group and Cella, CreativeExecs Roundtables bring together creative executives for moderated peer discussions on topics tailored to the unique challenges facing leaders of in-house creative departments. Each year, we host a spring and fall series in cities across the U.S.

 

Need help selecting technology or making your Workfront adoption a success?

Looking to add great project management talent to your staff?

Contact us at info@cellaconsulting.com.