



Secrets to Getting Your Agencies to Overdeliver (7 Hidden Truths Revealed)

Location: 95 St Clair Avenue West, Suite 1103, Toronto
Session: 8:30am to 4:30pm

A hands-on course about how to improve agency performance

Instructors:

Tom Hendrikson and Zo Ratansi
Partners, Sixsense Inc.

About the course:

Learn the eye-opening secrets of getting your agencies to consistently deliver exceptional work. This cutting-edge program combines the *Sixsense Seven Tenets* with energizing exercises and group experience to teach you how to improve communication with your agencies, create output that exceeds expectations, and continually improve agency performance. The agenda covers:

- The skills of clear and effective communication
- How to motivate your agency to deliver bigger, better ideas that drive results
- What motivates agency people
- How to handle conflict and deliver feedback in a way that keeps your relationship strong
- How to take your learnings from the classroom to the boardroom

About the presenters: Tom Hendrikson and Zo Ratansi

As partners of Sixsense Inc., Tom Hendrikson and Zo Ratansi have made it their mission to teach marketers and marketing communications agencies the skills and tools to develop a team chemistry that creates the opening for extraordinary results. Through a combined 25 years of marketing and sales experience with Kraft Foods, they have seen the challenges but more importantly have been integral in creating successes with marketing communications agencies.

[Click here](#) to download the course registration form.

For further information, please contact:

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