

Nomination: 5875

Megaphone – Most Innovative Learning & Development Program

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Megaphone
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Megaphone – Most Innovative Learning & Development Program
Category B01 - B59 Achievement > B57 - Most Innovative Learning and Development Program
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required Renowned internationally, Megaphone is a proudly unique Melbourne-headquartered full-service digital marketing agency that has continually striven to be the world's best marketing agency and the world's best place to work. Since 2020, as other agencies struggled with pandemic-related hurdles, Megaphone continued to prove its value for employees and clients alike. Thanks to constant learning, innovating, and adapting, Megaphone expanded dramatically from ~40 employees to 120 in just two years. The reason behind year-on-year growth and myriad awards (including 2021's #1 Social Media Agency in Australia; and 2022 Best Agency Culture (Global Agency Awards Finalist) is the culture centred around radical personal development and nonstop education. By creating an environment that inspires innovation with constant coaching and mentoring, Megaphone's team can continually upskill and grow, inviting substantial career progression (and fulfilment) and substantial client success. The agency offers a month-long training program (led by a qualified school teacher) teaching transferable skills relevant to digital marketing and life, and also provides access to endless books, mentorships, courses, podcasts and wellness events. Megaphone helps 350+ clients surpass their goals, and receives thousands of applications thanks to its reputation as one of Australia's most engaging, challenging, collaborative and fun workplaces.

b. Outline the team's or organization's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required

We put our people first by ensuring they have appropriate mentors, resources, and opportunities to learn and advance – only by constantly improving our team on an individual basis can we improve the company and, therefore, improve the results for our clients.

Thanks to countless development-focused initiatives catapulting the company forward since 2020, Megaphone has:

- Grown from 40-120 employees.
- Expanded into Los Angeles and London.
- Received thousands of motivated career applications
- Grow client list 3x
- Grown revenue 369% (January 2020 - 310k, December 2021 - 1.45m) and counting.
- Promoted 50+ people in the last 6 months
- Developed a month-long training program led by a qualified school teacher.
- Won myriad awards including Australia's #1 Agency and Best Agency Culture finalist (Global Agency Awards 2022).

****Specific learning and development initiatives introduced during this time include:****

- One-on-one mentoring sessions with CEO, Lauren Oakes.
- Regular 'Learn Days' - company-wide thinktanks with prizes.
- Appointing a Head of Development, Staff Development Executive, and People and Culture Manager
- Building an in-house library and running multiple book clubs (sales-focused, leadership-focused, training-focused).
- Launching The Megaphone Committee — features representatives from all cities, allowing staff to help curate their own development opportunities.
- Launching volunteering partnerships with not-for-profit organisations like Make-A-Wish and OzHarvest.
- Creating "Buddy" systems for new staff to learn from the best.
- Running coaching workshops (e.g. James Clear on Atomic Habits, and Patrick Lenciono on Building High Performing Teams).
- A House system that allows different departments to bond, and learn from each other.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

Since 2020, Megaphone's differentiating factor from other agencies has been its foundational obsession with learning. Coaching and mentoring are both official (formal training) and unofficial (internal skillsharing is part of every employee's role, regardless of seniority – one can always selflessly help those around them).

Our plethora of achievements is thanks to a leadership team that is far more hands-on than any other company. This is evidenced by:

- One-on-one mentorship sessions with the CEO.
- At-the-ready Head of Development and Staff Development Executive to provide coaching related to both personal and professional development.
- A hotdesking system, where different managers rotate through departments to provide new outlooks and development.
- An always-yes attitude to courses, classes, and certifications for those wanting to further their skills.

But it's not just about growing as digital marketers, we want our team to grow as people. That's why we have mentoring programs (internal and external), fully-funded counselling subscriptions, book clubs, yoga nights, international leadership retreats, and more. We spend \$50,000+ annually on ensuring our culture makes every person feel welcomed and inspired, not to mention hundreds of thousands on training staff.

It's the intrinsic craving to better yourself through learning that is the springboard for everything we do. Those who innovate, learn, and share learnings are rewarded, and fast career progression is based on merit. Case in point: Both our CEO and CMO began their careers in the Megaphone bullpen as Account Managers – now they spearhead the company toward being the world's best place to work.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

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Would you like to add an additional supporting document?

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