

Nomination: 5877

Megaphone – Outstanding Employee Engagement

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 – Outstanding Employee Engagement
Category B01 - B59 Achievement > B10 - Achievement in Employee Engagement
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 putting employees first, Megaphone expanded from ~40 staff 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 Finalist) is the culture centred around radical personal development and unwavering engagement. By creating an environment that inspires innovation with constant coaching, mentoring and collaboration, Megaphone's team can continually upskill, inviting substantial career progression (and fulfilment) and substantial client success. The agency offers a month-long training program (led by a qualified school teacher) that teaches transferable skills relevant to marketing AND life, while providing access to endless books, mentorships, courses, and wellness programs to ensure staff are always engaged and motivated. 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 engagement and development-focused initiatives being part of the company DNA, since 2020 Megaphone has won myriad awards including Australia's #1 Agency and:

- Grown from 40-120 employees.
- Expanded into Los Angeles and London.
- Received thousands of motivated career applications.
- Grown 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.
- Specific coaching and learning initiatives introduced during this time include:
 - One-on-one mentoring sessions with CEO, Lauren Oakes.
 - Regular 'Learn Days'.
 - 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 and departments to ensure comprehensive and widespread engagement with (and shaping of) company direction.
 - Launching volunteering partnerships with not-for-profit organisations like Make-A-Wish and OzHarvest.
 - Launching the Megaphone Social Committee, an open group that features staff of all cities and seniority levels who plan company-wide events, allowing anyone to shape the inclusive culture.
 - Running regular workshops (e.g. James Clear on Atomic Habits).
 - A House system that sparks cross-department teamwork and encourages friendly competition and bonding.

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 all other agencies has been its foundational obsession with learning. Through a dedicated "Innovation Team", we ensure we are always ahead of the curve and can implement new methods to inspire, engage and motivate staff.

Our plethora of achievements is thanks to a long list of programs focused on collaboration and hands-on staff development – thumb-twiddling is a foreign concept. 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 and pathways related to both personal and professional 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, the Megaphone Committee and more. We spend \$50,000+ annually on ensuring our culture makes every single person feel welcomed and inspired, not to mention hundreds of thousands of dollars on training staff.

It's the intrinsic craving to better yourself through learning that is the springboard for everything we do. Those who coach others 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.

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