Picasso

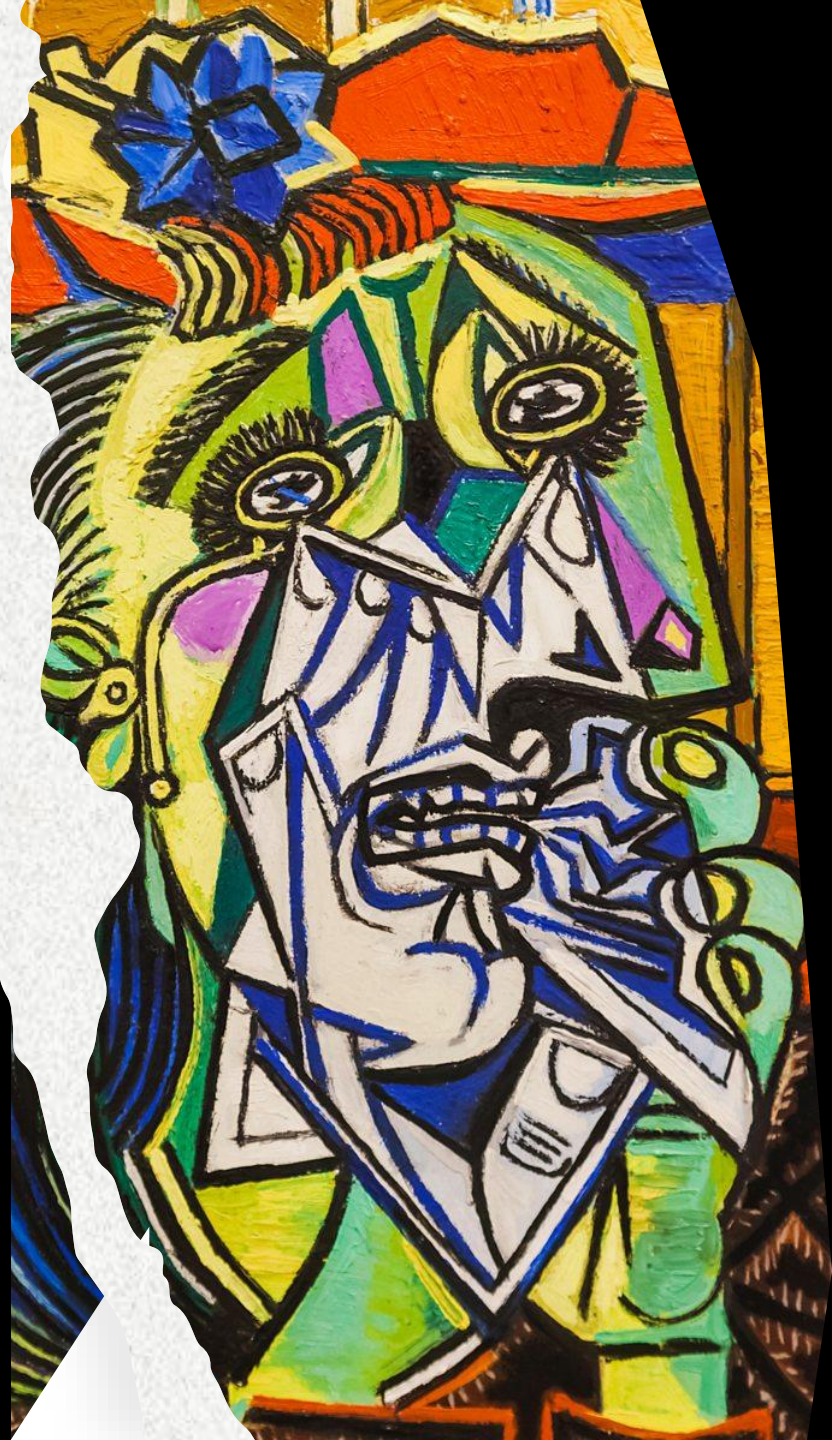
Helping Independent Agencies Design a Connected Operating Model To Win in the AI Era

A Conversation with Agencies





Why Picasso?



I didn't build Picasso because AI needed another consultancy.

I built it because independent agencies need a different path.

HOLDING COMPANIES

Compete with scale
Centralized technology
Proprietary data infrastructure

TECH PLATFORMS

Compete with software
Own the workflow
Pull clients closer to them

INDEPENDENTS

Competing with connected ideas
Choosing the right partner – not the mandated partner
More adaptable operating models

Optimizing the opportunity that you already succeed with





We Don't Sell AI Tools.

We Design Better Ways of Working.

The strategy, architecture and clarity your agency needs to make AI operational — not ornamental.

Every business problem reveals what must be connected.

Three Foundational Principles

How Picasso approaches transformation: principles first, AI second.

01

Elevate Human Potential

AI is not the strategy.
Better human performance is.

02

Embrace Uncertainty

The smartest decisions do not predict the future.
They preserve the freedom to adapt.

03

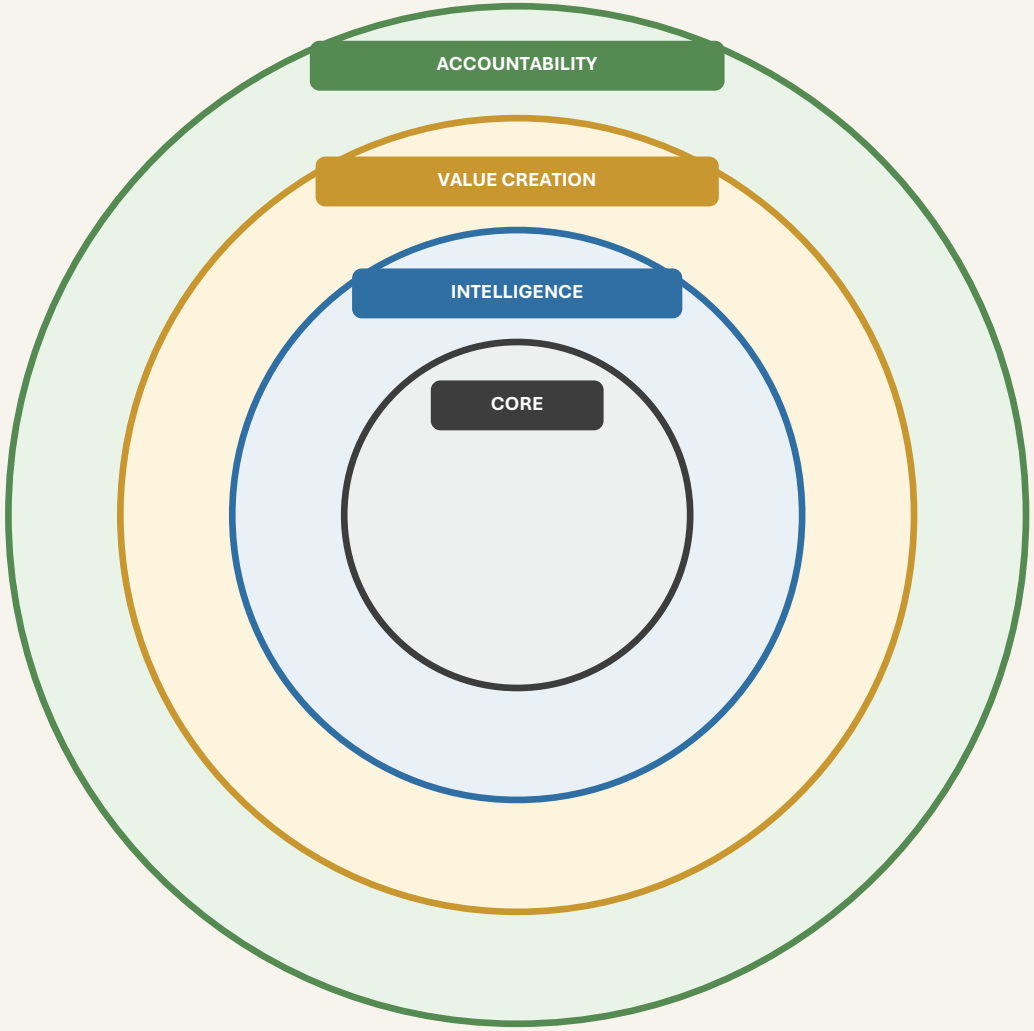
Deconstruct the Present

Transformation is not a race.
Rebuild when the present no longer serves your strategy.

These principles act as filters: if AI does not elevate people, preserve adaptability, and rebuild what is broken, Picasso should not recommend it.

Every AI Decision Begins with a Connected Operating Model

Before you decide where AI belongs, you need to understand how the agency creates value.



CORE

Systems • Processes • Knowledge • Collaboration

INTELLIGENCE

Data • Research • Identity • Measurement

VALUE CREATION

Strategy • Planning • Activation • Optimization

ACCOUNTABILITY

Governance • QA • Outcomes • Transparency

Once we understand how the agency works, every business problem begins to reveal what must be connected.

The Picasso Diagnostic

Every Business Problem Reveals What Must Be Connected

01

Business Question

What problem keeps resurfacing?

02

What Must Connect

Which layers, tools, signals and decisions are involved?

03

What Picasso Rebuilds

Workflow, agent, integration, governance or human decision process.

04

Business Impact

Speed, quality, margin, trust, growth or client value.

No bull version: the goal is not to add more AI. The goal is to remove friction, preserve what makes the agency great, and make better decisions faster.

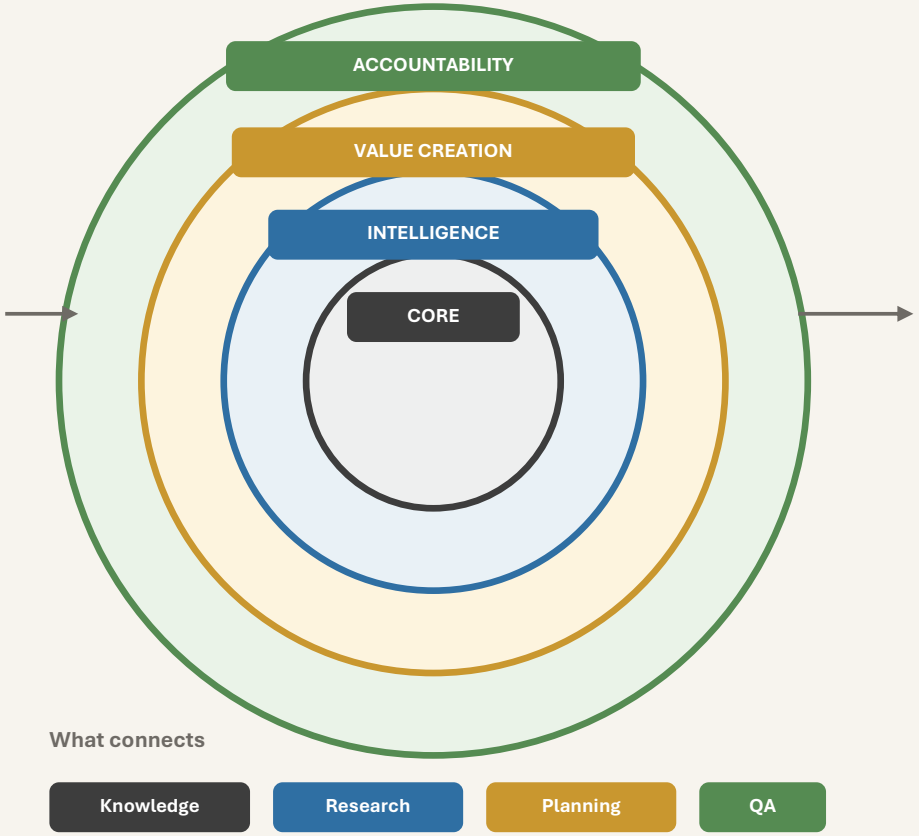
Conversation 1: How do we protect the speed and agility that makes a mid-sized independent agency different?

Deconstruct the challenge, reveal the connections, rebuild the work.

How do we stop recreating work every time a new client project begins?

Picasso asks:

What has to connect for this problem to get smaller — not just faster?



WHAT PICASSO REBUILDS

Knowledge retrieval path
Project kickoff workflow
Living SOPs
Human review moments

PROCESS + TOOLS INVOLVED

Teams / Slack / email / docs
SOPs + prior work
Client context + examples
Review + approval rules

BUSINESS IMPACT

Less reinvention
Faster onboarding
More consistent work

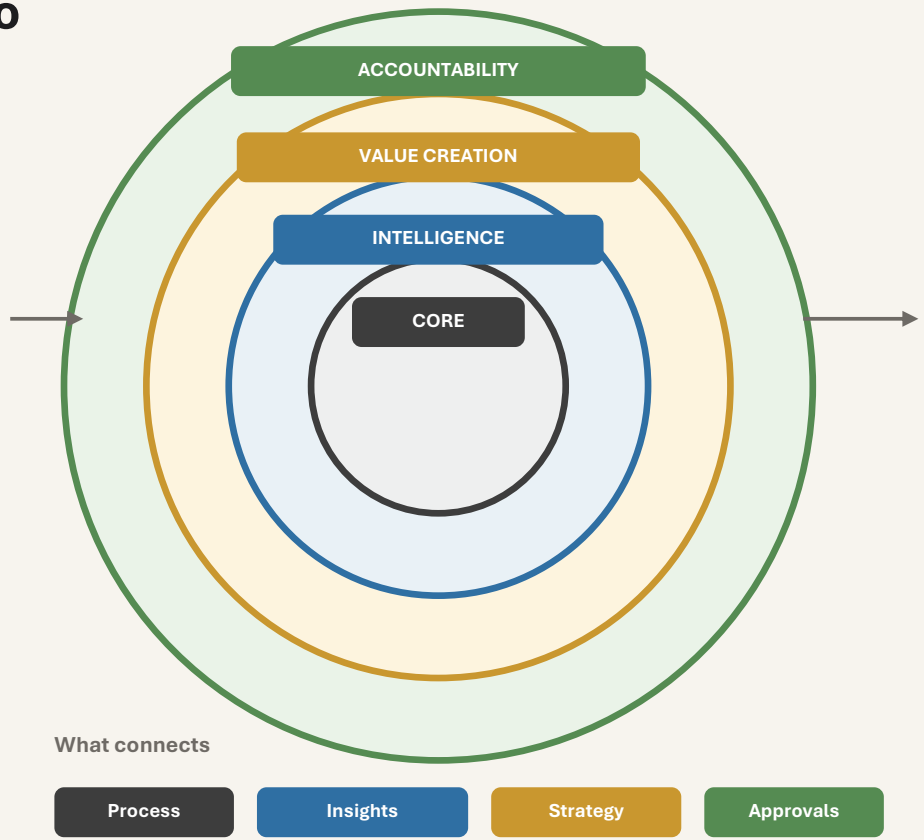
Conversation 2: Better Briefs, Better Ideas, Better Connected Media Plans

Deconstruct the challenge, reveal the connections, rebuild the work

How do we get out the starting block faster and to the winner's circle?

Picasso asks:

What has to connect for this problem to get smaller — not just faster?



WHAT PICASSO REBUILDS

Brief development workflow with the client
Research synthesis
Planning kick-off
Ideation integration
Outcome alignment
Human challenge and review

PROCESS + TOOLS INVOLVED

Automated and collaborate briefing tool
Market and persona research
New opportunity database
Connected measurement plan

BUSINESS IMPACT

Faster starts
Stronger briefs
Better strategic ideas
Less rework
Clear measurement expectations

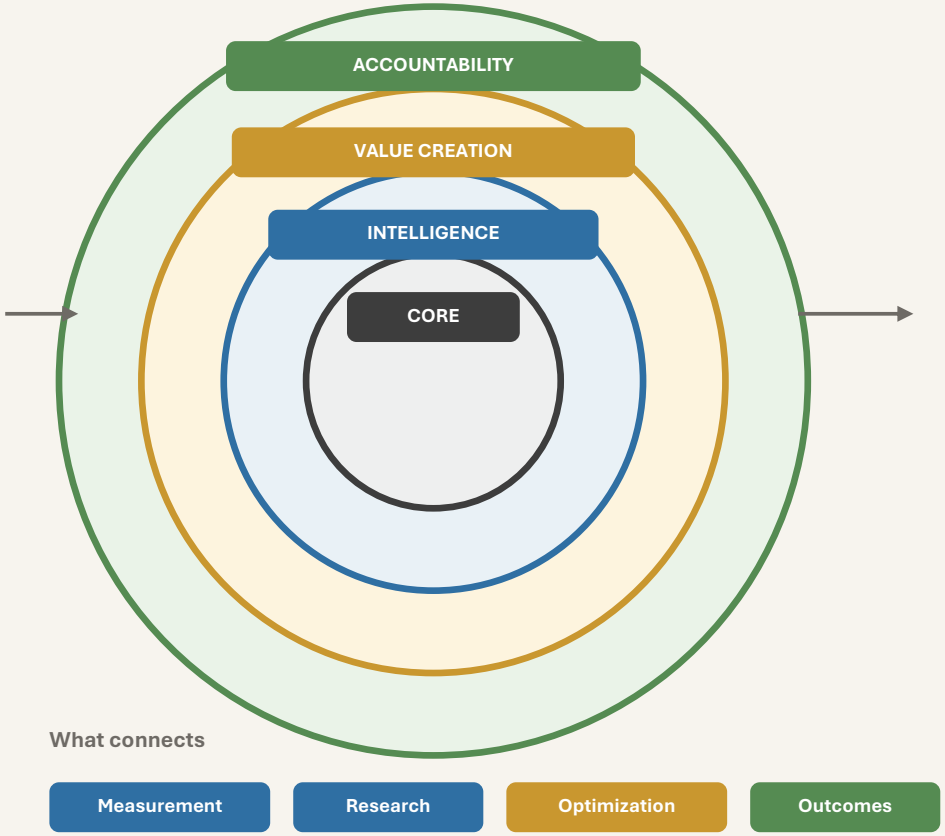
Conversation 3: Turn reporting into decisions

Deconstruct the challenge, reveal the connections, rebuild the work

How do we help clients understand where media is working before they ask?

Picasso asks:

What has to connect for this problem to get smaller — not just faster?



WHAT PICASSO REBUILDS

Measurement storytelling workflow
Insight synthesis prompts
Next-best-action review
Client-ready decision narrative

PROCESS + TOOLS INVOLVED

Platform data + dashboards
Research + benchmarks
Business outcomes
Plain-English decision narrative

BUSINESS IMPACT

Faster decisions
Clearer POV
More actionable client conversations

How Picasso Works

A practical path from business question to connected operating design.

01	**Understand**	Start with the business problem and how the agency works today.
02	**Diagnose**	Map the problem across the connected operating model.
03	**Design**	Choose the right rebuild: workflow, agent, integration, governance or training.
04	**Prove**	Launch one focused use case and measure whether the work improves.

The output is not an AI wishlist. It is a practical operating decision: what connects, what changes, who owns it, and how we know it worked.

Help Me Pressure-Test This

I am building Picasso for independent agencies that compete through better thinking, sharper work and stronger client relationships.

Where does your agency lose time?

What questions do clients ask repeatedly that you'd like to address differently?

What are your teams' frustrations with day-to-day workflow?

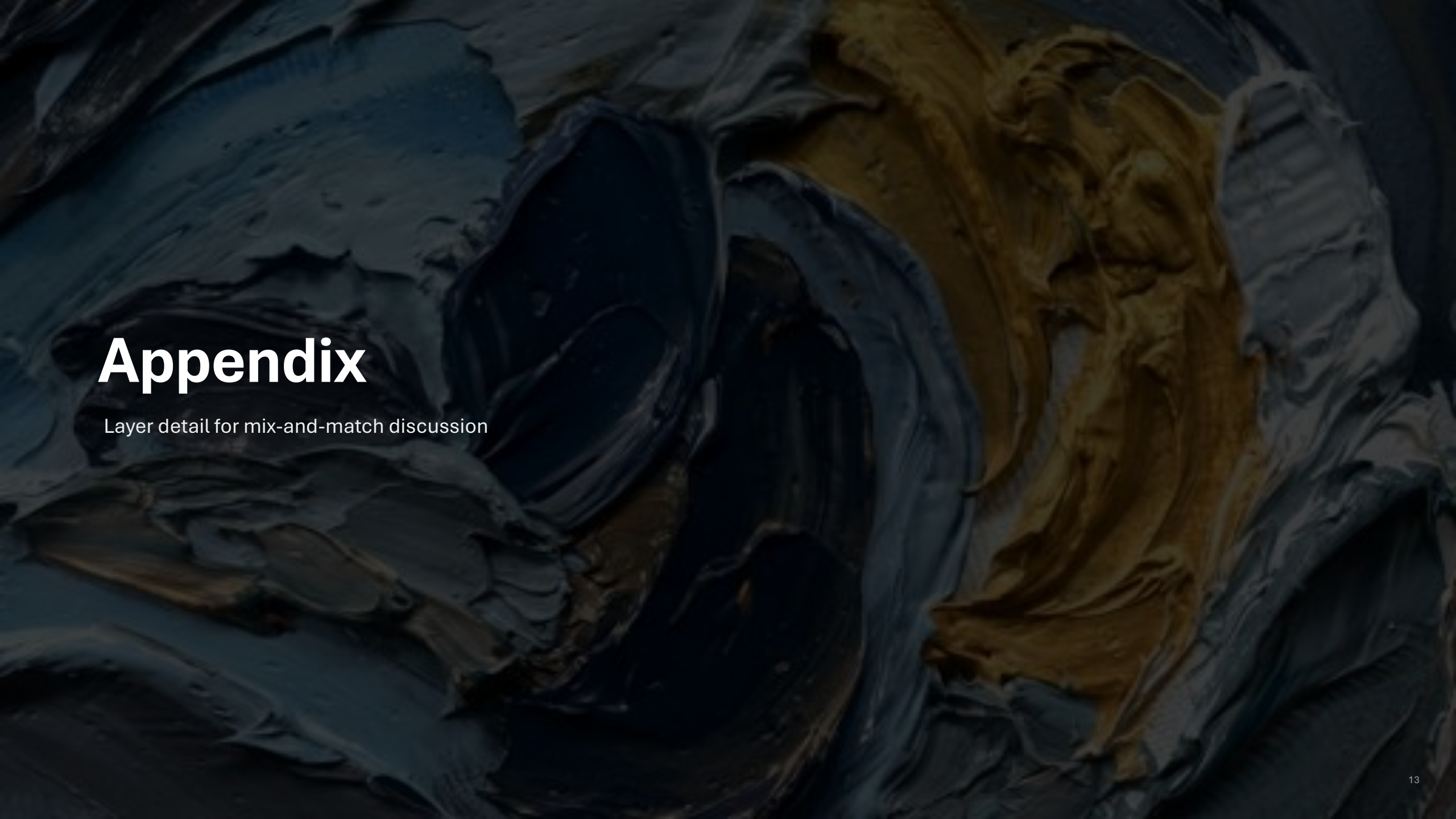
Is algorithmic buying working for you?

What would help you grow faster?

What bottlenecks do you want to eliminate?

What would genuinely useful help look like?





Appendix

Layer detail for mix-and-match discussion

Core

How the agency works together.

CORE

How the agency works together.

WHAT LIVES HERE

- Systems
- Processes
- Knowledge
- Collaboration
- Project Mgmt
- SOPs
- Teams / Slack
- Ownership
- Handoffs

PICASSO LOOKS FOR

Where knowledge lives — and where it disappears
Which processes are repeatable vs. reinvented
Which handoffs slow work down

Intelligence

What powers the work.

INTELLIGENCE

What powers the work.

WHAT LIVES HERE

- Data
- Research
- Identity
- CRM
- Measurement
- Partners
- Audiences
- Insights
- Signals

PICASSO LOOKS FOR

Which signals are usable and permissioned
Where data is restitched manually
What questions teams cannot answer quickly

Value Creation

Where the work is made better.

VALUE CREATION

Where the work is made better.

WHAT LIVES HERE

- Insights
- Strategy
- Briefs
- Planning
- Activation
- Optimization
- Ideas
- Tests
- Readouts

PICASSO LOOKS FOR

Where strategy loses context
Where teams spend time producing instead of improving
Which work benefits from faster synthesis and human judgment

Accountability

How trust and business value are proven.

ACCOUNTABILITY

How trust and business value are proven.

WHAT LIVES HERE

- Governance
- Approvals
- QA
- Audit Trail
- Brand Safety
- Claims
- Outcomes
- Client POV
- Transparency

PICASSO LOOKS FOR

Which decisions must be explainable
Where human review is required
How outcomes, margin and trust are measured

The First 90 Days Prove the Model

Start narrow. Prove value. Expand only when governance, workflow performance and business impact move together.

DAYS 1–30

DECIDE + GOVERN

Choose one workspace or workflow.
Define client-safe boundaries.
Name owners and review rules.

DAYS 31–60

CONNECT + ACTIVATE

Connect knowledge, signals and handoffs.
Build one working use case.
Reduce one obvious friction point.

DAYS 61–90

PROVE + SCALE

Measure speed, quality and value.
Document decisions and approvals.
Decide what earns expansion.

Proof is not a demo. Proof is a measurable change in how the agency works.