

Ian Rowden shares his views on team management

My team is my strength because I've learned over the years that you can't do it all yourself. Part of being successful is knowing how to surround yourself with great people.

In my team, apart from technical skills, I look for. People who can see the big picture. We look for transformational, passionate thinkers; these are the qualities that set us apart.



What is that gets you and your team back to work every morning apart from the transaction of work and money? The thrill of the undiscovered! With each new engagement, we are exploring new territory.

It makes marketing the most exciting field to be in, because we are always creating something new for the customer.

If you are to hire someone for your team, what would be the key skills that you look for and what are the attributes that you could do without?

Key skills would include the ability to hear and take onboard ideas from anyone else on the team, if they are good ones; also a sense of fearlessness when it comes to going in new, untested directions.

As for less desirable attributes, it's harder to say. People are complex. You want someone who is both a leader and a team player. I can tolerate a lot to find a special person like that.

The need to empower your team:

Is a very important leadership attribute. I like to think of it as inspiring teams to exhibit leadership. We are an ideas company, so empowerment for us means giving team members the chance to create great ideas and implement them.

What puts you off in your team?

People who succeed on a Saatchi team are permanently infatuated with solving our clients' problems. We never want to see less than that total commitment.

How can one motivate their team to deliver 200% every time?

The spirit of our team is that "Nothing is Impossible". By matching great teams with great clients, and letting the synergies take you to new heights, 200% becomes very achievable.