

Model behaviour – investing in people

Submitted by: Yes Consultancy

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MOT Models is the first known model agency to be awarded its Investors in People status, an achievement it says will help clients reap the full reward of a promising year.

An exhaustive search of the official records of 37,000 companies which have passed the standard returned no other model agency. "There is a cultural problem in the model agency industry, because they don't see these things as necessary," said MOT Models director Mike Illes. But he is happy to challenge the consensus saying it will put the agency in a better position to secure work for models.

Ruth Spellman, Chief Executive, Investors in People said, "We are delighted MOT Models has been awarded the Investors in People Standard. We believe employees are central to the success of any organisation and it is vital for staff to be skilled, flexible and motivated. This can be achieved though properly planned training and sustained people development using the framework provided by the Investors in People Standard."

One of the improvements the agency has made to win the recognition is ensuring information is relayed to all relevant members of its staff. "We were making a lot of assumptions about what we were communicating," said Illes. "These could very well have led to errors."

Rather than relying on verbal communication across the office, staff now make much greater use of email and shared databases. This practice has streamlined the Hertfordshire-based headquarters and also helped its smooth expansion into a second office in London's West End earlier this month.

Illes has also learned to be more forthcoming with staff about his business goals and the part he expects them to play in meeting them. And what better way to get this across than on a recent staff 'blue sky' strategy meeting to Monte Carlo, taken at the end of a record year that grossed £8 million.

More evidence of the strong growth prospects comes from the Economics and Business Research Centre's recent forecast of a 7% rise in ad spending this year, on the back of 6% rise last year. As an advertising industry specialist the agency is unusually well placed to benefit.

www.motmodel.com

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Editors' notes: MOT Models (<http://www.motmodel.com>) was established in 1984 and has since established a reputation for its friendly, efficient service and fair negotiation. It secures over 1,000 assignments a month including those which led to ongoing campaigns by Dolland & Aitchison, HP, Ikea, Kellogg's, Motorola and Nivea.

Offices in Berkhamsted (head office) and London

For further media information please contact Paul McCaffrey on 020 7569 3043 (paul@yesconsultancy.com) or

Tina Fotherby on 020 7569 3042 (tina@yesconsultancy.com) at The YES Consultancy.