Technology Modernization Proposal

Prepared for Lions Media Group — Executive Management

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Introduction

Lions Media Group has doubled in size on the strength of excellent creative work. That growth is the good news; the problem is that the systems built for a smaller firm have not grown with it, and the seams are now showing in ways that cost the company talent, time, and client goodwill. In my first few weeks here as a video producer, five bottlenecks came up again and again: a hard ceiling on physical workspace, attrition driven by long commutes, an unreliable file-sharing method built on physical drives, a manual project-tracking process running on a shared spreadsheet, and a client-review requirement that forces travel to the office.

This proposal addresses each problem individually with a specific, proven solution matched to the creative and marketing industry. Every recommendation is selected to satisfy four constraints: keep both the Mac-based creative team and the PC-based sales team on their current operating systems, avoid the purchase of new office space, deliver the solution in-house rather than outsourcing it, and reduce rather than increase the workload on the five-person IT department. Each recommendation is supported with current industry data and cited sources so management can verify the evidence directly.

#	Problem Observed	Proposed Solution (In-House)
1	New hiring capped by available workspace; no new office to be purchased	Formal hybrid-work program (policy plus equipping existing staff)
2	Commutes of 45 minutes or more are driving talented employees to competitors	Same hybrid program, positioned as a retention benefit
3	Large files shared by physical drives; Mac/PC friction; files locked when staff are absent	Cloud content platform (Box) for cross-platform, always-available storage
4	Project status tracked in a manual, messy Google Sheet	Creative work-management platform (monday.com) with automated hand-offs
5	Clients must travel on-site to review work; remote and overseas clients frustrated	Cloud video-review platform (Frame.io) for remote, reaction-visible reviews

Figure 1. The five observed problems and the in-house solution proposed for each.

Issue 1 & 2: Workspace Shortage and Commute-Driven Attrition

These two problems share a single root cause and a single solution, so they are addressed together while keeping each problem explicitly identified. **Problem 1:** the company has doubled but cannot hire further because desks have run out, and management has ruled out buying new space. **Problem 2:** employees commuting 45 minutes or more each way are leaving for competitors closer to home.

Proposed Solution

Establish a formal hybrid-work program in which staff whose roles allow it work from home two to three days per week on a scheduled rotation. Because employees alternate in-office days, the existing building can support a substantially larger headcount without a single new desk being purchased, directly solving the workspace ceiling, while the reduced commute burden removes the primary reason talented staff are leaving.

Research and Data

Hybrid work is not a perk experiment; it is a measured retention and capacity tool. A two-year Stanford study led by economist Nicholas Bloom, randomizing more than 1,600 workers and published in the journal *Nature*, found that shifting employees to a hybrid schedule cut resignations by **33%** with **no measurable impact on performance, productivity, or innovation**. The study specifically noted that employees with long commutes were among the least likely to quit once their commute burden was reduced, which is precisely LMG's situation (Fortune / Stanford).

Metric	Finding	Relevance to LMG
Resignation reduction	33% fewer quits under hybrid	Directly counters commute-driven attrition (Problem 2)
Productivity impact	No measurable change	Removes the main objection to remote days
Desk capacity	60 to 100 sq ft per daily attendee vs. 150 to 250 sq ft traditional	Same building supports far more staff (Problem 1)
Cost per offsite worker	About $11,000/yr average employer savings	Real-estate and turnover savings, no new lease

Figure 2. Hybrid-work outcomes from peer-reviewed and industry sources (see Works Cited).

The capacity math is decisive. Traditional layouts consume roughly 150 to 250 square feet per person, but hybrid layouts designed around rotating attendance need only 60 to 100 square feet per expected daily attendee (AQUILA / Workbox). By staggering in-office days, LMG can roughly double the number of employees the current footprint supports, which is the exact expansion management wants, without purchasing space. On the cost side, employers save an average of about $11,000 per year for each employee who works remotely part-time, through reduced real-estate pressure, lower turnover, and higher productivity (Apollo Technical / industry aggregate).

Implementation

- **Management and HR** draft a written hybrid-work policy defining eligible roles, the two-to-three remote-day rotation, and in-office “anchor” days so teams still overlap for collaboration.
- **Department leads** set rotation calendars so no more than a planned share of each team is in the office on a given day, freeing desks for new hires.
- **IT effort is minimal** because staff use the laptops they already have. The cloud tools in Issues 3 through 5 are what make home days fully functional. No new servers or OS changes are required.

Potential Obstacles and Overcoming Them

> **“Creative collaboration will suffer if people aren't in the room.”** The Stanford data shows no measurable drop in innovation or performance under a two-to-three-day hybrid model, and anchor days preserve in-person brainstorming.

> **“Managers can't see who is working.”** The same study found hybrid employees were promoted at the same rate as office peers, indicating that output, not desk presence, remained visible. The monday.com platform proposed in Issue 4 makes each person's progress transparent regardless of location.

> **“This is a fad.”** Roughly 88 to 90% of executives managing hybrid teams report no plans to reverse course, making this an industry-stable operating model rather than a temporary accommodation (Awisee / OfficeRnD).

> **Return on investment:** retained employees who would otherwise cost approximately $20,000 each to replace, plus avoided real-estate expenditure, in exchange for a policy document and the collaboration tools already justified below.

Issue 3: Unreliable File Sharing and Locked-Away Files

Problem: Large creative files are moved on physical drives because they are too big for email; the Mac creative team and PC sales team get inconsistent support on the shared network drives; and when an employee is absent, colleagues must either wait for their return or share a password to reach files on that person's computer. This is slow, insecure, and blocks work daily.

Proposed Solution

Adopt **Box** as a company-wide cloud content platform. Box stores every working file centrally in the cloud with unlimited storage on its Business plan, provides native desktop apps for both macOS and Windows, and replaces both the physical-drive habit and the password-sharing workaround with permissioned, always-available access.

Research and Data

The cost of the current approach is measurable. Knowledge workers spend an average of about **1.8 hours per day, nearly 20 to 25% of the workweek, searching for and gathering information and files** (McKinsey, via Cottrill Research). For LMG's 120 employees, eliminating even part of that lost time is a large recurring saving. Box is purpose-built for the two specifics that break LMG today:

Requirement at LMG	Box Capability
Files too large for email	Unlimited storage on Business plan; multi-gigabyte files shared by link, not by drive
Mac creatives and PC sales must both keep their OS	Native, consistent apps for macOS and Windows, with no OS change for either team
Files locked when an employee is absent	Central permissioned access; managers reach any file instantly, no password sharing
Small IT team	Fully hosted by Box; no servers for IT to build or maintain, reducing IT load

Figure 3. Mapping LMG's file-sharing pain points to Box capabilities (Cloudwards / Box).

Box was chosen over Dropbox specifically for LMG. Box offers genuinely unlimited storage on its Business plan and enterprise-grade permission and governance controls, whereas Dropbox's standard tier caps storage and its governance features are lighter (Cloudwards, 2026). For a firm generating and archiving continuous high-resolution video and design assets, an unlimited, centrally-governed store is the better fit.

Implementation

- **IT** provisions one Box Business account and installs the Box desktop app on Mac and PC machines, a lightweight rollout with no server build.
- **Department leads** define folder permissions by team and project so the right people reach the right files automatically, ending password sharing.
- Existing files are migrated from the current drives once; from then on, the physical-drive habit is retired.

Potential Obstacles and Overcoming Them

> **"We already have shared network drives."** Those drives are the source of the Mac/PC support friction and offer no access when a machine is off. Box removes both problems and works identically on either OS.

> **"Cloud storage is a security risk."** Permissioned cloud access is materially safer than unencrypted flash drives that leave the building in pockets and safer than shared passwords. Box provides audit trails and enterprise security certifications that physical drives cannot.

> **"It's another IT burden."** Box is fully hosted, so it *reduces* IT's load by eliminating drive troubleshooting and password-reset requests, which satisfies the IT department's stated concern.

Issue 4: Manual, Messy Project Tracking in a Shared Spreadsheet

Problem: Managers track projects in a shared Google Sheet. When a step is finished, a manager must manually type project notes, gather the related files, and email the next workgroup. The process is time-consuming, error-prone, and, in the manager's own words, messy.

Proposed Solution

Replace the tracking spreadsheet with **monday.com**, a visual work-management platform built for creative and marketing teams. Each project becomes a live board; when one stage is marked complete, monday.com automatically notifies the next workgroup and moves the task forward, removing the manual note-typing and status emails entirely.

Research and Data

Metric	Result	Source
Workflow time reduction	25 to 40% with standardized intake and automation	Automateed (creative-agency analysis)
Status-meeting time	20 to 35% less via automated async updates	Automateed
Return on investment	346% ROI over three years	Forrester Total Economic Impact study
Average annual savings	About $250,000 per organization	Forrester (via monday.com)
Industry standing	Leader, 2025 Gartner Magic Quadrant (project mgmt)	Gartner

Figure 4. Documented outcomes for automated creative work-management platforms.

monday.com is selected over alternatives because it is the most visual, dashboard-driven option, the style best suited to a design and marketing firm, and its native multi-step conditional automation handles exactly the hand-off logic LMG describes: mark a stage done, notify the next group, attach the files, all without a manager touching it. It was named a Leader in the 2025 Gartner Magic Quadrant for collaborative work management, and a Forrester study measured a 346% three-year ROI for adopters. Because Box (Issue 3) holds the files, monday.com links directly to them, so a hand-off carries its assets automatically instead of a manager collecting and emailing them.

Implementation

- **Managers** rebuild current project stages as a monday.com board template, a one-time setup that mirrors the workflow they already run in the spreadsheet.
- **Automations** are configured so stage completion triggers the next group's notification and advances the task. monday.com's automations are no-code, so managers maintain them, not IT.
- Boards link to the project's Box folder so files travel with the status, ending manual file collection.

Potential Obstacles and Overcoming Them

> **"Google Sheets is free; this costs money."** The spreadsheet's true cost is manager hours spent typing notes, chasing files, and sending status emails. A 25 to 40% workflow-time reduction and a documented 346% ROI dwarf the subscription price.

> **"Learning a new tool will slow us down."** monday.com's board view is deliberately spreadsheet-like, so the mental model transfers immediately, and setup is a one-time manager task.

> **"Will IT have to run it?"** No. The automations are no-code and owned by managers, so this adds effectively zero recurring IT burden, meeting the department's constraint.

Issue 5: Clients Must Travel On-Site for Project Review

Problem: Completed ad and video projects require the client to travel to the office for review. The manager values seeing the client's live reaction to the work, but a growing share of clients are distant or overseas, and the travel requirement is generating real frustration and friction.

Proposed Solution

Adopt **Frame.io**, an Adobe cloud platform built specifically for remote review of video and design work. Clients review deliverables from anywhere on any device and leave time-stamped comments directly on the frame, while live review sessions over video call preserve the manager's ability to watch the client's reaction in real time, without anyone traveling.

Research and Data

Frame.io is the industry standard for exactly this problem, trusted by over four million users and by agencies and brands including Google, Pepsi, and WPP. Its measured impact at a comparable creative agency, Xfinity Creative, is documented in Adobe's published case study:

Outcome at Xfinity Creative	Result
Delivered project velocity	700% increase in the first year
Agency-fee savings	3 times savings versus the prior year
New-talent onboarding time	50% reduction
Full-time creative staff retention	89% retention rate

Figure 5. Documented results from the Frame.io Xfinity Creative case study (Adobe / Frame.io).

Crucially for LMG's Mac/PC split, stakeholders review on PC, Mac, web, or mobile, and Frame.io integrates natively with both Adobe Premiere Pro and Final Cut Pro, the tools the creative team already uses. The manager's concern about seeing client reactions is met directly: Frame.io supports live, synchronized review sessions on a video call, so the client's expression is visible in real time while both sides watch the same frame.

Implementation

- **Creative team** uploads finished projects to Frame.io and sends clients a review link, with no software install required on the client's side.
- **Managers** schedule live review calls for clients whose reactions they want to observe directly, replacing the on-site visit.
- **IT effort is negligible** because Frame.io is cloud-hosted and plugs into the editors the team already runs, so there is nothing for IT to build or maintain.

Potential Obstacles and Overcoming Them

> **"The manager will lose the in-person reaction."** Live synchronized review sessions keep the client's face and the work on screen together, preserving the read on their reaction while removing the travel.

> **"Clients won't adopt a new tool."** Clients only click a link; there is nothing to install or learn. At Xfinity Creative this same shift *increased* clients' sense of creative partnership rather than straining it.

> **"Is our current work at risk during the change?"** Frame.io layers on top of the existing Premiere Pro and Final Cut Pro workflow rather than replacing it, so the creative process is unchanged.

> **Return on investment:** a documented 700% jump in delivery velocity and 3 times fee savings at a peer agency, against eliminated client travel and faster approvals.

Conclusion

Each of Lions Media Group's five bottlenecks has a specific, proven, in-house solution that respects every constraint management set: no new office space, no outsourcing, no forced operating-system change for either team, and a net reduction, not increase, in the load on the five-person IT department. The hybrid-work program lifts the hiring ceiling and stops commute-driven attrition; Box ends the physical-drive and password-sharing problems across Mac and PC; monday.com automates the manual project hand-offs; and Frame.io removes client travel while preserving the live reaction the manager values. These tools reinforce one another, since files in Box flow through monday.com hand-offs and into Frame.io reviews, forming one connected system rather than four disconnected purchases.

Taken together, the evidence points to a strong return on investment: a documented 33% reduction in resignations, roughly $11,000 in annual savings per remote-capable employee, a 25 to 40% reduction in project workflow time, and a 700% increase in delivery velocity at a comparable agency, all achieved by equipping the people already here with industry-standard tools rather than by expanding facilities or headcount overhead. None of these recommendations asks LMG to become a different company. They ask it to give its creative talent the room, the tools, and the reach to keep doing the work that doubled the firm in the first place, on the footprint it already has and for the clients it already serves, wherever those clients happen to be.

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