

# How Nzime successfully scaled while protecting its culture with Insights Discovery

In the past five years, Nzime, a prominent digital agency, has undergone a remarkable shift. It's tripled its operations, expanded its leadership structure, and experienced substantial revenue growth.

The key to this success? A powerful blend of a 'never sit still' ethos, smart strategy and the transformative power of Insights Discovery.

## Background

### A five-year plan, unexpectedly accelerated

In 2019, Nzime was turning 20, a rare milestone in the digital industry, and had just launched a new five-year plan for growth.

And not a minute too soon, for Nzime's senior leadership team was about to face a massive hurdle with the advent of lockdown and the sudden unprecedented demand for digital services.

This meant hiring, scaling and revamping operations – tasks that usually take years – in a matter of months.

And there was another question that had to be asked. How does a creative agency rapidly scale without losing its culture or commoditising its specialised services?

It was important to the leadership team that Nzime retain and engage its "vibrant rabble of big hearts and inquisitive minds" throughout the process.

But Nzime had a special ace in the hole.

The year before, a member of the senior leadership team experienced the Insights Discovery workshop at a retreat. Says Strategy Director Chris McGillan:

*"Insights Discovery had a profound impact on my self-awareness and how I saw and communicated with the whole team. I realised this system had the power to reduce the friction we were experiencing from scaling so quickly."*

### Nzime was founded in 1999.

A disruptive leader in the digital marketing industry, the team at Nzime never sit still.

They create enduring value for the people and brands they partner with.

Since 2019, Nzime has scaled dramatically.

Nzime recently tripled its workforce, created a new board, and expanded revenues.



## Solutions

Insights Discovery | Discovering Leadership Effectiveness  
 Discovering Team Effectiveness | Discovering Sales Effectiveness

Nzime's leadership team decided to model the approach they wanted to see within the organisation; an approach they recognised was necessary if Nzime was going to consolidate this rapid growth and convert it into integrated, sustained transformation.

They became the first group to collectively experience the power of an Insights Discovery workshop and The Discovering Leadership Effectiveness programme.

Over the course of a year, momentum grew as each team went through Insights Discovery. Development and creative personnel experienced Insights Discovery and Discovering Team Effectiveness, and the account management team also experienced the Discovering Sales Effectiveness programme.

**The language of colour energy inspired and supported conversations within – and also outside – the organisation almost immediately.**

“  
 As an agency, our lifeblood as a business is our relationships with clients. And those clients come in all different shapes, sizes and approaches. We started recognising our clients' colour energy combinations, and it opened up new possibilities around how we talk to them.  
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## Outcomes

### Engaged teams, increased sales and inspired leadership

The impact of Insights Discovery permeated every part of Nzime's operations.

It changed how teams collaborate and dissolved communication barriers between functions. It fostered psychological safety so employees could approach development opportunities openly, courageously and with a growth mindset.

Engagement soared.

Insights Discovery teaches participants to better understand themselves and others, and while the initial goal was to enhance understanding between people internally, the impact of Insights Discovery on the sales development function was profound.

Even before Insights, Nzime was committed to getting under the skin of a brand, and into the heart of a problem, and Insights empowered this to happen at an even deeper level...

*"Insights Discovery gave us an effective language we could integrate into our client relationships to understand them better. Suddenly we were able to walk into a room at the board level – it might be with an owner or marketing director – and immediately get a feel for the client's leading colour energy and adapt how we approached the meeting to suit their communication style.*

*It was a game changer that spilled out into our ability to develop new business, and to have more meaningful conversations with clients that fed into the quality of the creative work we produced."*

Between 2019 and 2024, Nzime tripled its workforce. It also transitioned its leadership model from a three-person senior leadership team to a six-person board that champions Insights Discovery.

**With an inspired board at its helm and an innovative team steering the journey, Nzime is well-situated to continue along this path of growth, creativity and positive disruption well into the future.**