

Team / Pod Structure Designer

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Designs how to organise delivery — client pods, functional teams or a hybrid — with roles, client-to-team ratios and handoffs, matched to your size. Use it to structure delivery. For the wider org use the Agency Org Structure Planner.

Purpose of this tool & output

Organise delivery into effective pods or teams

How the output is used

Use it to organise delivery into effective pods or teams — a pod structure that keeps ownership and quality clear.

Important cautions

Balance specialisation with client continuity.

Companion documents

- Agency Hiring Plan
- Freelancer Network Plan
- Capacity Planning Model
- Time Tracking SOP
- Performance Review Template
- Team Training & Upskilling Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.