The Agency Capacity Planner

Follow the clues. Smart capacity planning is detective-level genius.

CRIME REPORT

Workloads spiralling. Deadlines vanishing. Teams muttering sinisterly by the coffee machine. Profits are quietly disappearing like a noir thriller. But why?

Without a plan, agencies react to demand instead of managing it. This case file exposes the hidden traps and slippery slopes in capacity planning, and shows you how to protect margins and deliver clients' happily-ever-afters.

The Evidence Locker

Clues that poor capacity planning is sabotaging your agency.

1 Teams are running on fumes
Workloads are hidden in plain sight. Deadlines slip. Burnout looms.

2 Projects quietly slipping away
Projects taken without checking capacity or margins? That's your profit evaporating... silently.

3 Last-minute hiring chaos
Reactive recruitment means wrong skills and higher costs. Cue dramatic music.

4 Scope creep runs wild
Unstandardized services = endless revisions and stretched teams.

5 Decisions made in the dark
No time-tracking or utilization metrics? You're guessing. And guesswork is the villain in this story.

6 Creativity trapped in a closet
Teams firefight so much, there's no room for strategy or innovation.

The Investigation

Detective moves to solve the capacity crime.

1. Map the case before work begins
Forecast demand, scope projects, and pre-allocate resources. Stop surprises before they start.

2. Standardize your service lines
Turn offerings into neat, repeatable modules. Know what it takes (and what it costs) before committing.

3. Track time like evidence
Real-time data on hours, utilization, and project costs is your truth serum.

4. Build a flexible, multi-skilled team
Structure teams around skills, not silos, so staff can work across projects without bottlenecks.

5. Say "no" like a pro
Not every opportunity deserves a green light. Filter projects by client impact, team capacity, and service fit.

6. Make workload visible
Dashboards and reports show bottlenecks before they explode.

7. Balance freedom with accountability
Flexible time-off, clear expectations, and transparency leads to trust, engagement, and happier employees. That's a win-win.

Solve the case with Toggl

With Toggl, hidden workloads don't stand a chance. Pinpoint the projects, clients, and services that really matter, forecast budgets on the fly, dodge over-delivery disasters, and keep your team out of burnout jail, like a detective with all the clues in hand.

Stop guessing. Start tracking.

TOGGL DETECTIVE