

A moment that matters

Owning the customer strategy in the ever-changing technology realm can be a challenging task. The way customers choose products and services is always evolving. As the CCO, you are the one who knows your customer best.

How will you differentiate your brand and drive growth in an environment that continues to transform before your eyes while protecting your customer's needs?

An opportunity to accelerate

As a CCO, there are endless demands on your time. Stepping into the new executive role, a CCO needs to determine early on how to balance their time and energy across all the critical initiatives.

At Deloitte, our mission is to help executives thrive and accelerate in times of change. So we've designed an experience that brings

together what might take months of planning and research into one intense, productive, and confidential day for you.

The CCO Transition Lab helps prepare you for the full range of roles you'll need to play—from pushing forward new thinking and driving innovation to championing the customer and building new capabilities. The day culminates in the creation of a custom-built roadmap centered on your top priorities as well as specific actions for talent and stakeholder management.

An integrated approach

There are many people working on discrete aspects of your business. Strategy. Marketing. Supply Chain. Digital. Talent.

Unlocking your growth potential requires an integrated plan that touches and influences all aspects of the organization.

When it comes to rallying the organization, you need to know how decisions in one area will affect outcomes in another—and how other leaders will respond. You are at a moment that matters. Learn more on how Deloitte's CCO Transition Lab can help you use an integrated approach to ultimately accelerate your career.

Your day in the Transition Lab

Aspirations and legacy

To leave your mark, you first need to identify your goal. It starts with aligning where you want to go with where the organization needs to be.

- What do I want to be known for?
- How will I champion innovation and growth?
- What do I want my legacy to be?
- What will prevent me from reaching my goals?

Strategies and priorities

Time management and strategy alignment can define your role as a CCO. The Deloitte Transition Lab will help you work through four key areas that impact your success.

- How do I transform the way we do business to drive growth objectives and create enterprise value?
- How can our organization master the strategies and tools that are vital to win with today's customers?
- How can we leverage the right channels, tools, and talent to become a champion for the customer experience?
- What are the capabilities we need to serve the customer in an efficient and effective manner?

Talent and skills

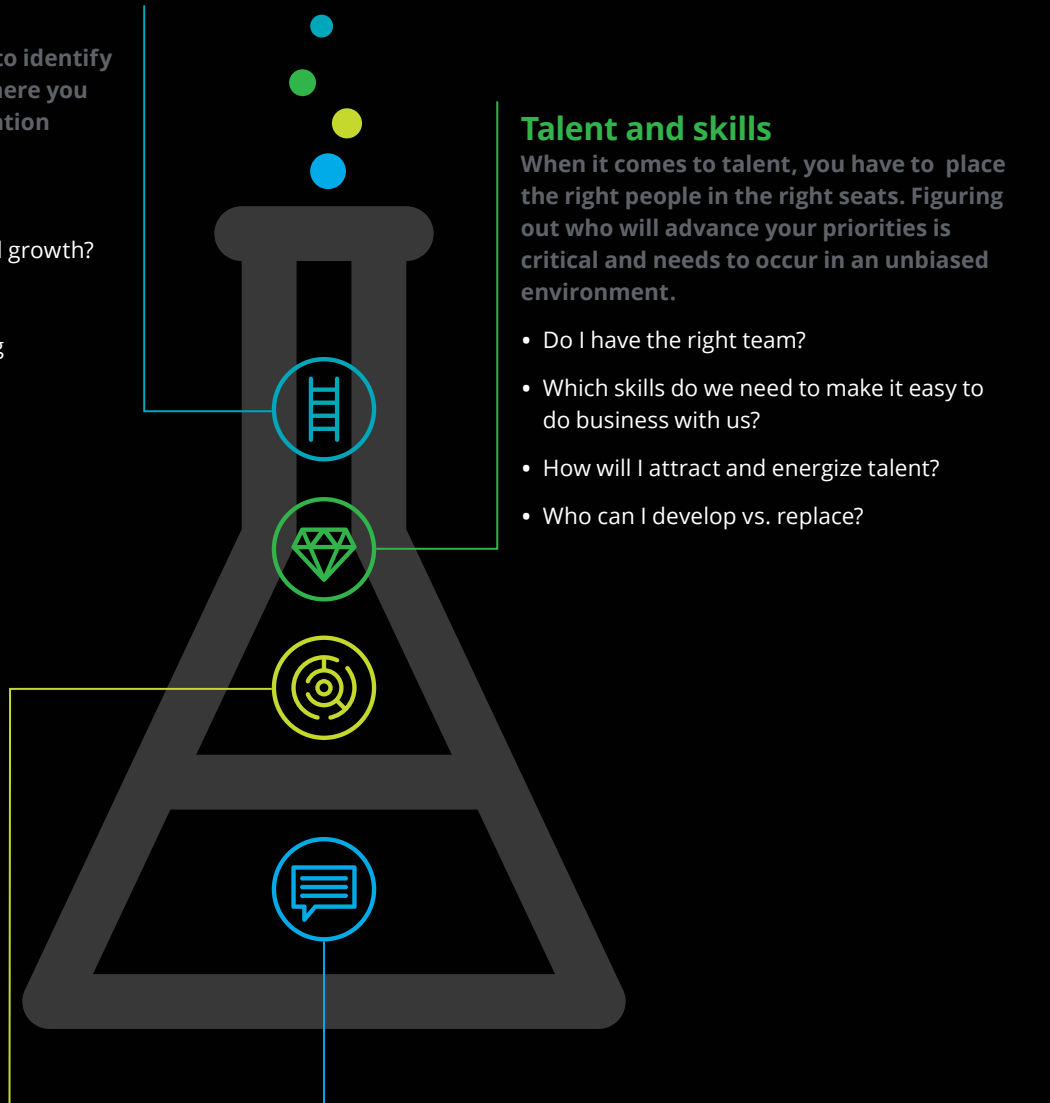
When it comes to talent, you have to place the right people in the right seats. Figuring out who will advance your priorities is critical and needs to occur in an unbiased environment.

- Do I have the right team?
- Which skills do we need to make it easy to do business with us?
- How will I attract and energize talent?
- Who can I develop vs. replace?

Influencers and stakeholders

Actively managing your stakeholders will be key to accomplishing your priorities and ultimately your long-term goals. You'll identify your key stakeholders and develop a plan to connect and tackle the challenges you'll face with them.

- How do I find alignment with my stakeholders' goals?
- Which stakeholders are likely to support me? With which stakeholders do I need to focus on strengthening relationships?
- How can I galvanize my network to support my priorities and strategy?
- How do I adapt my approach and leadership style to influence various stakeholders?



Let's talk

Deloitte's CMO Program supports CMOs and marketing executives as they navigate the complexities of the role, anticipate upcoming market trends, and respond to challenges with agile marketing.

Deloitte's exclusive CMO Program empowers executives to:

- Deconstruct top marketing challenges through expert support and research
- Connect with powerful marketing allies to provide fresh perspectives
- Prepare for success through thought-provoking transition programs

For more information, please contact:

Jen Veenstra

CMO Program Director

cmolab@deloitte.com

Deloitte.

This publication contains general information only and is based on the experiences and research of Deloitte practitioners. Deloitte is not, by means of this publication, rendering business, financial, investment, or other professional advice or services.

This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte, its affiliates, and related entities shall not be responsible for any loss sustained by any person who relies on this publication.

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as "Deloitte Global") does not provide services to clients. In the United States, Deloitte refers to one or more of the US member firms of DTTL, their related entities that operate using the "Deloitte" name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see www.deloitte.com/about to learn more about our global network of member firms.