

Your day in the CMO Elevation Lab

Together with a team of experienced facilitators, we'll spend the day focusing on four critical areas.

Aspirations and legacy

You already know where you want to go and where the organization needs to be. But plans have a way of softening when things get tough. With preparation now, you can stay on target.

- What legacy am I currently creating for myself?
- What do I want to be known for, and has that changed since I started in this role?
- Am I doing all I can to champion growth and innovation?
- What is preventing me from reaching my goals?

Strategies and priorities

The demands on a CMO's time are multiplying fast. The CMO Elevation Lab will help you work through five key areas that influence your ability to be effective.

- How do we transform our organization to fuel the company's growth engine?
- How can we champion the voice of the customer across the entire organization?
- How do we develop the right capabilities in the changing world of customers?
- How can we strengthen our brand? How do we harness the elements that make our customers loyal?
- How do we take advantage of innovation and new business models to drive strategic marketing?

Talent and skills

Putting the right people in the right seats is the beginning of the talent challenge, not the end. You also need to mesh skills and styles in a way that accelerates problem-solving and promotes an unbiased environment where everyone is on the same page.

- Do I still have the right team?
- What skills does my team need today and in the future to move my priorities forward?
- How will I attract and energize talent?
- How do I know whom to develop and whom to just replace?

Influencers and stakeholders

Knowing your stakeholders and managing your relationships will make it possible not only to accomplish your goals but also to make sure your achievements get recognized. During your lab, you'll identify your key stakeholders and develop a plan to connect and tackle the challenges you'll face with them.

- How can I show how my goals and my stakeholders' goals align?
- Which stakeholders support me today? Where do I need to focus on strengthening relationships?
- How can I galvanize my network to support my priorities?
- How do I adapt my approach and leadership style to influence various stakeholders?

