

Your time in the Marketing Leadership Program

Purpose and Empathy

Effective leaders explore their own personality styles, as well as those of their stakeholders. The Deloitte Marketing Leadership Program helps leaders discover how to uncover those styles and map relationships to business priorities.

- How do I rate and assess important relationships that are essential to my success?
- How can I inspire stakeholders?
- How can I explore seeing things from another person's perspective?
- How do I relate to people's emotions?
- How will I use empathic communication techniques in my interactions?

Connections and Stories

Marketing leaders need to be able to use their storytelling abilities to command, connect, and compel. By perfecting the art of the story, you can move audiences to action.

- How can I develop skills to structure a story that reveals the "simple truth?"
- How can I combine empathy and inquiry to add value to work my relationships?
- How do I communicate as a leader through informed use of body language?
- How can I strengthen my interpersonal, professional, and communication skills?



Resiliency and Risk

One of marketers' key challenges today is assembling and managing the tools to identify, evaluate, and manage the risks in the marketplace. Marketing leaders can build their resiliency and rise to these challenges in a number of ways.

- How can I confront on brand and reputational risks?
- How do I help C-suite counterparts and agencies manage these challenges?
- How can I create and follow through on a personal leadership development plan?

Roles and Responsibilities

CMOs need to have a strong grasp of the latest technology, and possess a keen understanding of their own organization's digital maturity. They also need to support the objectives of executive stakeholders in order to be well-rounded marketing leaders.

- How can I deepen my understanding across a breadth of marketing topics?
- How can I help support the objectives of all executive stakeholders?
- How can I be assured I'm supporting the CMO's key priorities, roles, and challenges?
- How do I deepen my own understanding of CMO stakeholders' perspective?

For More Information

Learn more about how Deloitte's CMO Marketing Leadership Program can help you use an integrated approach to expedite your impact reimagine and rewire the Marketing Organization.

Contact us to learn more.

Learn about our CMO Program Offerings