

**Deloitte.**

# It's time to make the next move.

Deloitte offers guidance for every stage of the CMO's career path.

## ASPIRING CMOs

**GAIN A COMPETITIVE EDGE WITH:**

Next Generation Academy  
Marketing Leadership Programs  
Proprietary research



### NEXT GENERATION ACADEMY

This seminar helps prepare future CMOs for their vital roles as exceptional executive leaders. The Academy offers a unique opportunity to focus on leadership development and growth, while learning how to:

- » Drive growth using a center-brained approach
- » Develop boardroom presence
- » Foster creativity in the C-suite

## NEW CMOs

**MAKE AN IMPACT QUICKLY WITH:**

Transition Labs  
Marketing Leadership Programs  
Deloitte portfolio marketing services



### MARKETING LEADERSHIP PROGRAMS

CMOs will learn to develop high-performing, collaborative teams that perform at peak efficiency. The tailored curriculum for 15-30 marketing team members can enhance skills in these areas:

- » Becoming the customer champion
- » Delivering powerful content
- » Avoiding brand and reputation risk

### TRANSITION LABS

CMOs and marketing executives need to learn how to make their mark immediately. This personalized Lab for new CMOs will deconstruct marketing challenges, examine the evolving role of the CMO, explore strategic solutions, and help create a custom plan to:

- » Prioritize time for the biggest impact
- » Balance the demands of influencers and stakeholders
- » Define and execute aspirations and professional legacy

## EXPERIENCED CMOs

**LEARN TO LEAD WITH:**

Elevation Labs  
Proprietary research  
Networking opportunities

### ELEVATION LABS

This personalized Lab helps experienced CMOs narrow in on goals and reassess the full range of roles they play, allowing them to:

- » Champion innovation and growth
- » Attract and develop the right talent for the team
- » Develop strategies to execute the most important priorities

#### About Deloitte

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