

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

As a CMO, there are endless demands on your time. The Deloitte Transition Lab will help you work through five key areas that impact your success.

- 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 what makes our customer loyal?
- How do we take advantage of innovation and new business models to drive strategic marketing?

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?
- What skills does my team need to move my priorities forward?
- 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?
- How do I adapt my approach and leadership style to influence various stakeholders?

