

President Radar

Tracking the top priorities to drive business forward in the short, near, and long term.

Pres Time Priority	Description	Additional Details	EVP Touchpoints/ Weekly Summary	Lead	Next Steps
#1	Improve Capabilities	<ul style="list-style-type: none"> Solve for gaps in expertise, systems constraints, and technology capacity issues Strategic Acquisition to solve for technical expertise, operational, product, tools, selling 	<ul style="list-style-type: none"> Series necessary? Or scorecard/weekly summary? Key items to report on, decisions, alternatives to process 	Monty	<ul style="list-style-type: none"> Schedule meeting with Tech team to understand capabilities (CoS)
#1	Enterprise Moment: Launch new Brand Campaign	<ul style="list-style-type: none"> business cases, building out the full story for announcement (including stats, facts, etc.), ironing out all G2M details 	<ul style="list-style-type: none"> Daily launch readiness sessions Reporting meeting? 	Monty & Lead Team	<ul style="list-style-type: none"> Daily sessions 3/4 PR launch 3/22 Sales launch
#1	Sales renewals	<ul style="list-style-type: none"> Renew prior cancels, review at weekly performance review sessions 	<ul style="list-style-type: none"> Weekly summary in email Weekly session 	Hitchcock	<ul style="list-style-type: none"> Weekly renewal sessions scheduled CoS double check invite list w/ EA
#2	Cross Company Partnership	<ul style="list-style-type: none"> Consumer Partnership 	<ul style="list-style-type: none"> Nothing right now 	Monty	<ul style="list-style-type: none"> 2/24 President & Consumer call CoS join, track & provide updates to team
#2	Multi Quarter Sales Growth Arc	<ul style="list-style-type: none"> What else this year to support growth? Well organized, research assets, intellectual capital focused on moves, how we are supporting plan. 	<ul style="list-style-type: none"> Bi-Weekly Strategy session 	CoS	<ul style="list-style-type: none"> Align on LT forum/plan/structure to meet commitments?
#2	Sales Pricing w/ Bain	<ul style="list-style-type: none"> Continuous Improvement topic, specific to pricing & Bain partnership Narrowing in on areas: pricing, developing skill and competency, structure 	<ul style="list-style-type: none"> Monthly sessions 	Hitchcock & Bain	<ul style="list-style-type: none"> CoS work with EA to schedule monthly sessions
#3	Marketing Evolution	<ul style="list-style-type: none"> Digital commerce, advertising, etc. 	<ul style="list-style-type: none"> TBD 	Ally	<ul style="list-style-type: none"> TBD
#3	Sales Team Hiring – increase rates & reduce turnover	<ul style="list-style-type: none"> Clearer understanding of current state Better recruiting Need a plan to reduce turnover 	<ul style="list-style-type: none"> TBD 	TBC	<ul style="list-style-type: none"> CoS set up time with Jana from HR

