

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 issuesStrategic 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 sessionsReporting meeting?	Monty & Lead Team	<ul style="list-style-type: none">Daily sessions3/4 PR launch3/22 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 emailWeekly session	Hitchcock	<ul style="list-style-type: none">Weekly renewal sessions scheduledCoS 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 callCoS 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 partnershipNarrowing 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 stateBetter recruitingNeed 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

