

People

People **BASIC** Level Description

Company-wide buy-in is often the number one reason for marketing digital transformation success or failure. Culture and change management are key to a company's adoption and ability to adjust to changing market trends. Ensuring there are defined roles and responsibilities provides a framework for creativity.

Based on your answers, your company falls into the AdHoc category. See if the characteristics below sound like your company.

Does this sound like you?

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|---|---|--|---|--|
| ✓ SPB participant roles and responsibilities are defined but may be dated and unclear. | ✓ SPB responsibilities and expectations change organically from cycle-to-cycle. | ✓ Internal and external contributors to SPB question what is expected of them and often do not understand what to do and when. | ✓ Parts of the SPB process are defined but it is unclear how the pieces fit together. | ✓ Creative strategies and non-traditional ideas are considered to be distractions. |
| ✓ Reward systems don't consider SPB participation, timely completion, cross-team cooperation and overall quality. | ✓ SPB contributors reluctantly participate in SPB activities. | ✓ SPB participants question if they really have a voice and if they can impact the SPB outcomes. | | |

AdHoc

Basic

Managed

Optimized

"Recent years' surveys have also shown a lack of business model change penetration and other indicators, which causes us to think that many of these digital initiatives may not be sufficiently deep corporate transformations,"
says Mark Raskino,
Distinguished VP Analyst, Gartner
"Avoid These 9 Corporate Digital Business Transformation Mistakes"

Consider the following activities to achieve a **MANAGED** maturity level:

BUSINESS RECOMMENDATIONS

- Define strategy, planning and budgeting roles and responsibilities and configure them in a work management system.
- Set strategy, planning and budgeting activity level input and output expectations and communicate them with templates and examples.
- Create level 3 and 4 processes and communicate them to the organization.
- Create a strategy ideation portal and monitor participation from strategy, planning and budgeting contributors.
- Recognize those that contribute to the strategy, planning and budgeting process and provide incentives for creative, high-quality strategy, planning and budgeting outputs.
- Conduct team building activities to promote cooperation and buy-in across the organization.
- Establish formal strategy, planning and budgeting peer review.

TECHNOLOGY RECOMMENDATIONS

- Standardize and Integrate cross-org strategy, planning and budgeting workflow in Workfront.
- Standardize and track strategy, planning and budgeting activities and status in Workfront.



Supercharge your marketing digital transformation. Schedule time with a CapabilitySource SPB Specialist to improve your readiness.