

People

People **MANAGED** 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 charateristics below sound like your company.

Does this sound like you?

✓ SPB participant roles and responsibilities are defined.

✓ Levels of SPB responsibility and participation have been communicated.

✓ Internal and external contributors to SPB know what is expected of them but may not understand exactly what to do and when.

✓ The overall SPB process is defined.

✓ Creative strategies and non-traditional ideas are welcomed and may be considered.

✓ Reward systems generally encourage SPB participation, timely completion, cross-team cooperation and overall quality.

✓ SPB contributors willingly participate in SPB activities.

✓ SPB participants believe that they have a voice and that 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 an **OPTIMIZED** maturity level:

BUSINESS RECOMMENDATIONS

- Augment strategy, planning and budgeting roles and responsibilities in work management systems with effort estimates and standard operating procedures.
- Create formal, role-based strategy, planning and budgeting education curriculum and require completion by strategy, planning and budgeting participants.
- Set strategy, planning and budgeting effort level and timing expectations and reinforce them in strategy, planning and budgeting digital work management systems.
- Fold level 3 and 4 process into digital work management systems and include strategy, planning and budgeting activities throughout the organization.
- Recognize and reward contributions to the strategy ideation portal and encourage participation throughout the organization and from partners by fairly considering all ideas internal and external.
- Survey strategy, planning and budgeting participants for both experience and conduct strategy, planning and budgeting participant peer reviews.

TECHNOLOGY RECOMMENDATIONS

- Build an Internal, searchable strategy, planning and budgeting knowledge management portal
- Develop strategy, planning and budgeting training and publish it in Adobe AEM



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