

## People

People **ADHOC** 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?

- |  |  |   |  |   |
|--|--|---|--|---|
| ✓ SPB participant roles and responsibilities are not defined.  | ✓ Responsibilities and expectations may be redefined from cycle-to-cycle.  | ✓ Internal and external contributors to SPB do not know what is expected of them and do not understand what to do and when. | ✓ The SPB is poorly defined and it is unclear how the process works. | ✓ Creative strategies and non-traditional ideas are not welcomed and often shot down. |
| ✓ SPB participation, timely completion, cross-team cooperation and overall quality is not encouraged with recognition or reward. | ✓ SPB contributors openly dislike participating in SPB activities and often attempt to get out them or don't engage. | ✓ SPB participants do not feel that they have a voice and do not believe that they can impact the SPB outcome.              |  |   |

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 **BASIC** maturity level:

## BUSINESS RECOMMENDATIONS

- Define strategy, planning and budgeting roles and responsibilities.
- Communicate them to the organization using RACI or a similar role modeling standard.
- Set strategy, planning and budgeting process input and output expectations and communicate them to participants.
- Create level 1 and 2 processes and communicate them to the organization.
- Create a strategy idea submission front door and welcome participation from strategy, planning and budgeting contributors.
- Publicly recognize those that contribute to the strategy, planning and budgeting process.
- Conduct team building activities to promote cooperation and buy-in from core strategy, planning and budgeting participants.

## TECHNOLOGY RECOMMENDATIONS

- Define strategy, planning and budgeting roles and responsibilities in Workfront
- Create an internal strategy, planning and budgeting ideation portal
- Capture strategy, planning and budgeting metadata and documents in Workfront



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