Strategy, Planning and Budgeting (SPB) Readiness Calculator Results

People

People **BASIC** Level Description

Modern strategy, planning and budgeting capabilities depend on an efficient process, advanced technology, and integrated information; however, it is the people who create strategies, plans, and budgets that matter most. Contributors must understand their roles and responsibilities. They must have the knowledge, ability, and desire to craft innovative strategies and the commitment to execute them.

Based on your responses in the SPB Calculator, your organization has a Basic level of readiness. This level may be described using the characteristics below.

Does this sound like you?

- ✓ SPB participant roles and responsibilities are defined but 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.

Ad Hoc	Basic	**Managed**	Optimized

47% of surveyed marketing leaders indicated that one of their top three most urgent 2020-21 problems is a mismatch between marketing staff skillsets and emerging capability needs.
- Gartner, January 2020

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.

Map your path to nimble, agile strategy.
Meet with a CapabilitySource SPB Specialist today.