

People

People **OPTIMIZED** 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 an Optimized level of readiness. This level may be described using the characteristics below.

Does this sound like you?

✓ SPB contributor roles are clearly defined and assigned.

✓ Levels of SPB responsibility and participation are widely understood.

✓ Internal and external contributors to SPB know exactly what is expected of them and where their efforts fit in the overall SPB process, before they engage.

✓ The overall SPB process is visible and intuitive.

✓ Creative strategies and non-traditional ideas are encouraged of all SPB participants and evaluated fairly and confidentially.

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

✓ SPB contributors look forward to and enjoy participating in SPB activities.

✓ SPB participants believe that they have a voice and that their contributions are meaningful and appreciated.

Ad Hoc

Basic

Managed

Optimized

Congratulations, your responses indicate that you have achieved an **OPTIMIZED** level of maturity for strategy, planning and budgeting.

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



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