

People

People **OPTIMIZED** 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 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 are 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 their contributions are meaningful and appreciated.

- AdHoc
- Basic
- Managed
- Optimized

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

“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”



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