

Process

People **OPTIMIZED** Level Description

The right processes allow teams to become agile and adjust to changing needs; align teams across the organization; are planned, predictable and compliant; can be traced to business outcomes; are aligned with corporate objectives and are frequently evaluated.

If the following characteristics sound like your organization, you fall into the Basic category. We have recommendations on how to achieve the next level in your marketing digital transformation journey.

Does this sound like you?

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| ✓ Detailed OKR based SMART goals are considered, captured and communicated electronically. | ✓ SPB goals align with strategies and clearly flow from corporation to contributor. | ✓ Alternative business strategies exist and are developed, vetted and prioritized electronically. | ✓ Alternative budget scenarios exist and are developed, vetted and assigned electronically. | ✓ Stakeholders throughout the organization actively contribute using digital technologies. |
| ✓ A well defined process is in place and used to actively manage SPB changes. | ✓ Change signals are defined and monitored to invoke SPB shifts. | ✓ Incremental check points are in common use to determine SPB performance. | ✓ SPB inputs and outputs are clearly defined and quality is evaluated. | ✓ The SPB process is a living process that runs continually, is always on and adapts naturally to internal and external factors. |

- AdHoc
- Basic
- Managed
- Optimized**

24% of CMO's said that a poor Digital technology Strategy is one of the top 3 items inhibiting customer acquisition and loyalty.
– Gartner June 2020

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



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