Strategy, Planning and Budgeting (SPB) Readiness Calculator Results

Process

Process ADHOC 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 digital transformation journey.

Does this sound like you?

✓ Goals do not exist or they are dated and do not align with strategy.	✓ A single strategy may exist but it is high-level, lacks validation and is not aligned to plans, budgets and market conditions.	✓ Spreadsheets and PowerPoints are used to capture, refine and convey SPB.	✓ Strategies are developed to support budgets, instead of the other way around.	✓ Stakeholders throughout the organization are rarely consulted on SPB and are unaware of how SPB impacts them.
✓ Changes rarely occur to SPB, once approved, regardless of internal and external conditions. Change signals and markers do not exist.	✓ SPB performance is rarely measured and when measured, accuracy is questionable.	✓ SPB inputs and outputs are unknown and SPB is developed in a silo.	✓ The SPB process is annual at best and is not reconsidered for 12-36 months.	✓ When it occurs the SPB process and directly and significantly impacts capacity, availability and scheduling for the few involved.

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

Consider the following activities to achieve a BASIC maturity level:

BUSINESS RECOMMENDATIONS

- Based on best-practice and experience, define goals, metrics and measures.

- Establish a level 1 strategy, planning and budgeting process with start, end and desired outcomes.

- Establish definitions for a strategy, goal, plan, scenario and budget.

- Begin the SPB process with strategy and then develop supporting budgets.

- Create document templates to standardize the capture of strategy, goals, plans and budget information.

- Identify planned and recurring spend items and mark them in plans and budgets.

- Establish periodic SPB performance reporting. Identify internal and external factors that may impact strategy, planning and budgeting.

- Establish an strategy, planning and budgeting cycle that occurs at least annually and plan ahead for it.

TECHNOLOGY RECOMMENDATIONS

- Create document templates (e.g. Excel) to capture goals, plans, scenarios, budgets and manage these documents in Workfront

- Establish collaboration between strategy, planning and budgeting participants in Workfront, MS Teams, Slack or similar technology

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