



Accelerate

The Deloitte Chief
Commercial Officer (CCO)
Transition Lab

A moment that matters

Owning the commercial strategy in the ever-changing technology realm can be a challenging task. The way we shop and choose services is always evolving. Consumers, clients, and distributors alike interact with products and services in more ways than ever. As the CCO, you are the catalyst that delivers your products and services to the public.

How will you drive growth with high profitability levels in an environment that continues to transform before your eyes?

An opportunity to accelerate

As a CCO, there are endless demands on your time. Successful executives determine early on how to balance their time and energy across all the critical initiatives of the CCO.

At Deloitte, our mission is to help executives thrive and accelerate in times of change. So we've designed an experience that brings

together what might take months of planning and research into one intense, productive, and confidential day for you.

The CCO Transition Lab helps prepare you for the full range of roles you'll need to play—from pushing forward new thinking and driving innovation and growth to stewarding the brand and building new capabilities. The day culminates in the creation of a custom-built roadmap centered on your top priorities as well as specific actions for talent and stakeholder management.

An integrated approach

You have plenty of people working on discrete aspects of your business. Strategy. Marketing. Supply Chain. Finance. Talent.

Unlocking your growth potential requires an integrated plan that touches and influences all aspects of the organization.

When it comes to rallying the organization, you need to know

how decisions in one area will affect outcomes in another—and how other leaders will respond. You are at a moment that matters. Learn more on how Deloitte's CCO Transition Lab can help you use an integrated approach to ultimately accelerate your career.

Your day in the Transition Lab

Aspirations and legacy

To leave your mark, you first need to identify your goal. It starts with aligning where you want to go with where the organization needs to be.

- What do I want to be known for?
- How will I champion innovation and growth?
- What do I want my legacy to be?
- What will prevent me from reaching my goals?

Strategies and priorities

Time management and strategy alignment can define your role as a CCO. The Deloitte Transition Lab will help you work through four key areas that impact your success.

- How do I transform the way we do business to drive growth objectives and create enterprise value?
- How can our organization master the strategies and tools that are vital to win with today's consumers?
- How can we leverage the right channels, tools, and talent to become a visionary for consumer experiences?
- What are the capabilities we need to implement and operate commercial services in an efficient and effective manner?

Talent and skills

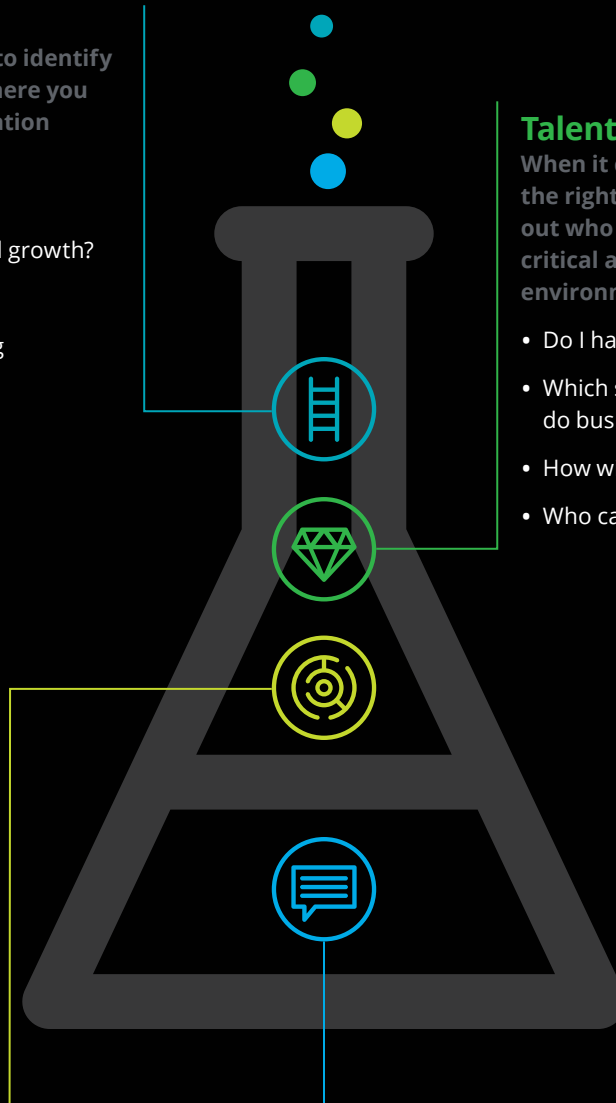
When it comes to talent, you have to place the right people in the right seats. Figuring out who will advance your priorities is critical and needs to occur in an unbiased environment.

- Do I have the right team?
- Which skills do we need to make it easy to do business with us?
- How will I attract and energize talent?
- Who can I develop vs. replace?

Influencers and stakeholders

Actively managing your stakeholders will be key to accomplishing your priorities and ultimately your long-term goals. You'll identify your key stakeholders and develop a plan to connect and tackle the challenges you'll face with them.

- How do I find alignment with my stakeholders' goals?
- Which stakeholders are likely to support me? With which stakeholders do I need to focus on strengthening relationships?
- How can I galvanize my network to support my priorities and strategy?
- How do I adapt my approach and leadership style to influence various stakeholders?



Let's talk

Deloitte's CMO Program supports CMOs and marketing executives as they navigate the complexities of the role, anticipate upcoming market trends, and respond to challenges with agile marketing.

Deloitte's exclusive CMO Program empowers executives to:

- Deconstruct top marketing challenges through expert support and research
- Connect with powerful marketing allies to provide fresh perspectives
- Prepare for success through thought-provoking transition programs

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