



## **Accelerate**

The Deloitte Chief  
Marketing Officer (CMO)  
Transition Lab

## A moment that matters

As customers gain more power, so do Chief Marketing Officers (CMOs)—after all, CMOs have an immense influence on customer relationships. There is mounting pressure on CMOs to grow market share and build customer loyalty. Not just for the sake of marketing, but for the health of the business.

## An opportunity to accelerate

As a CMO, how do you respond in the face of any major challenge? You plan. You prepare. You get creative. That's what CMOs do.

Ideally, you also take time to talk to peers who have faced similar challenges, analyze your team, identify obstacles, and fine-tune your strategy. That kind of preparation could take weeks or months. But today, it has to happen fast. Because new competitors, disruptive channels, and customer demands for responsiveness don't wait for anyone. Today, they are all unfolding at lightning speed.

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.

The CMO Transition Lab helps prepare you for the full range of roles you'll need to play—from driving growth and championing customers to building brand and innovation. 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. Digital. Talent. Technology. Creative. Customer Engagement.

Unlocking your growth ambitions requires an integrated plan that touches and influences all aspects of the organization. When it comes to rallying the organization around the customer, 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 CMO Transition Lab can help you use an integrated approach to expedite your impact and 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 in an unbiased environment.

- 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

As a CMO, there are endless demands on your time. The Deloitte Transition Lab will help you work through five key areas that impact your success.

- How do we transform our organization to fuel the company's growth engine?
- How can we champion the voice of the customer across the entire organization?
- How do we develop the right capabilities in the changing world of customers?
- How can we strengthen our brand? How do we harness what makes our customer loyal?
- How do we take advantage of innovation and new business models to drive strategic marketing?

## Talent and skills

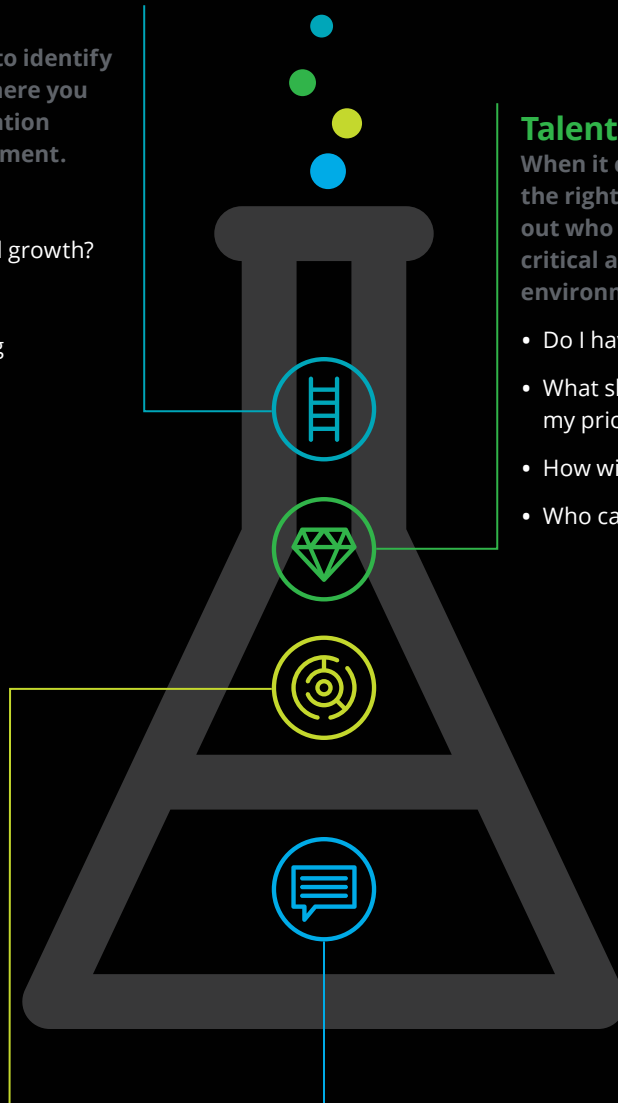
When it comes to talent, you have to place the right people in the right seats. Figuring out who will advance your priorities is critical and needs to occur in an unbiased environment.

- Do I have the right team?
- What skills does my team need to move my priorities forward?
- 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?
- 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

For more information, please contact:

**Jen Veenstra**  
**CMO Program Director**  
cmolab@deloitte.com

# Deloitte.

This publication contains general information only and is based on the experiences and research of Deloitte practitioners. Deloitte is not, by means of this publication, rendering business, financial, investment, or other professional advice or services.

This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte, its affiliates, and related entities shall not be responsible for any loss sustained by any person who relies on this publication.

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as "Deloitte Global") does not provide services to clients. In the United States, Deloitte refers to one or more of the US member firms of DTTL, their related entities that operate using the "Deloitte" name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see [www.deloitte.com/about](http://www.deloitte.com/about) to learn more about our global network of member firms.