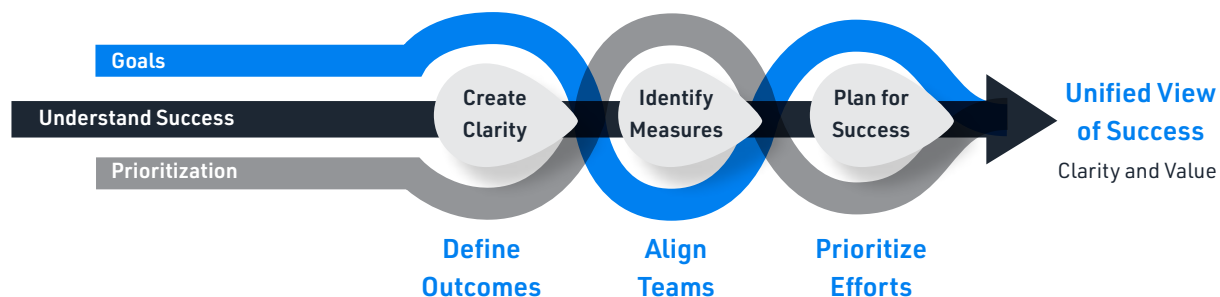# 3 Big Questions to Jumpstart the Conversation

Transformation for marketing teams never truly ends. There's always room to improve and there are always modernized capabilities to integrate. This can make it difficult for CMOs to determine where, and with what, to begin. Here are 3 big questions to jumpstart the conversation in your organization.

QUESTION 1

Does everyone have the same answer for what success looks like for the organization?

A simple question with extreme ramifications. Opening your organization's eyes to differing definitions of success is a critical first step to getting teams aligned and unified on the actions that will drive key outcomes for the business.

Goals

Understand Success

Prioritization

Create Clarity — Identify Measures — Plan for Success → Unified View of Success
Clarity and Value

Define Outcomes   Align Teams   Prioritize Efforts

A common definition of success will provide the guiding principles for everything from process optimization and supporting system requirements to design and the data architecture required to measure and report.

Clear goals lead to a sound strategy, better decisions, less wasted effort, higher morale, and bigger outcomes.

Is everyone clear on what data is needed to validate that our marketing efforts are achieving their intended results?

While the right technology is a key enabler, understanding the data required to measure the success of your marketing programs is critical to implementing an optimal data architecture and process. A phased approach to adopting a data driven decision process can get your organization on the right path.

Why focus on data-driven approach?
By starting with a view of the data you need to effectively execute and measure marketing efforts, you can then move on to rationalizing the right technology to get you there.

Which leads to our third and final big question...

Drive to hyper-personalized experiences

Customize the customer journey

Adoption of marketing attribution models

Inform key technology requirements & selection

Streamline operations from creative to campaign execution

Improve program ROI

Optimize Marketing spend

If a data-driven approach is new to your organization, even small changes can deliver big results. Start with emphasizing audience characteristics and desired results up front for new efforts. Combine this with reporting results to stakeholders in a consistent format.

Take simple steps to begin to capitalize on the data you have today, preparing to ask bigger questions tomorrow.

Is there anything about our processes or technologies that is holding us back from achieving our goals?

This is a big question focused on how you orchestrate marketing efforts across teams including evaluating the processes and technology necessary to deliver results. For many, the combination of inconsistent process and a lack of technology integration make it incredibly difficult to answer even basic operational questions, and isolated efforts to optimize end up making the ecosystem more, not less, complicated. Not knowing if initiatives are meeting leadership expectations can paralyze teams, dramatically impacting their ability to execute.
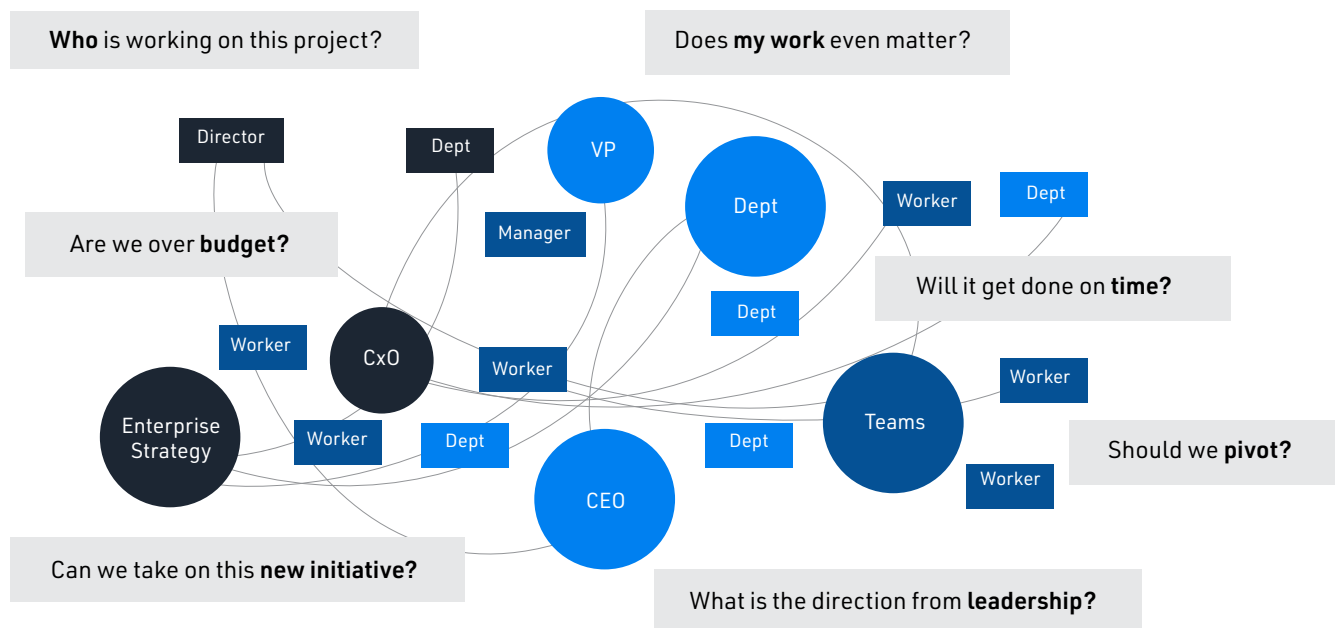
If you could achieve full integration of your martech stack across teams, how much would that impact your organization's success? Together, process and technology create clear paths to executing work with defined measures of performance. When you combine that with a unified strategy you enable the delivery of powerful experiences—for customers and employees.
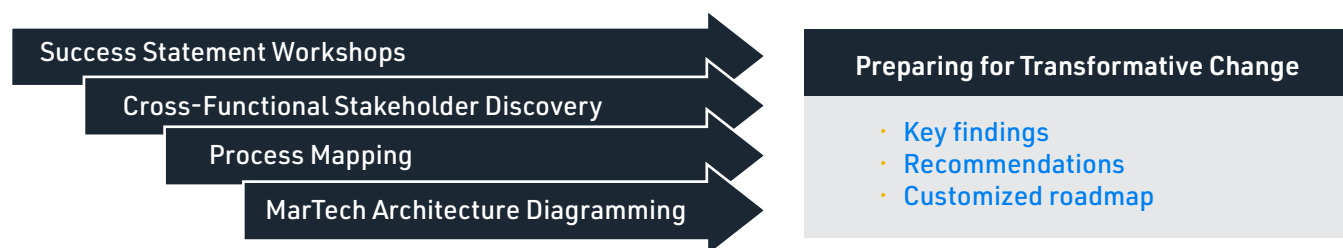
Successful orchestration depends on good, well-structured data, processes, and technology that connect work across the enterprise in a way that makes sense to your people.

Are you ready for transformative change?

Successful change starts with being crystal clear and hyper-focused on the outcomes you are trying to achieve. LeapPoint works with organizations to help drive alignment around a shared definition of success that focuses on the outcomes that deliver real value – whether that be revenue, personalization, or overall mission impact.

Our Connected Work Assessments help clients identify key opportunities to improve across people, process, and technology in ways that save money, improve employee experience, and align teams to key outcomes. Tailored to your specific needs each assessment is designed to amplify your ability to have a lasting impact on your organization.

Success Statement Workshops

Cross-Functional Stakeholder Discovery

Process Mapping

MarTech Architecture Diagramming

Preparing for Transformative Change

- Key findings
- Recommendations
- Customized roadmap

Contact LeapPoint today to schedule a Connected Work Assessment and jumpstart your team's digital transformation.

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