4 Pillars to Agile Marketing Success

1 Business Alignment & Outcomes

2 Team Satisfaction & Growth

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4 Team Performance
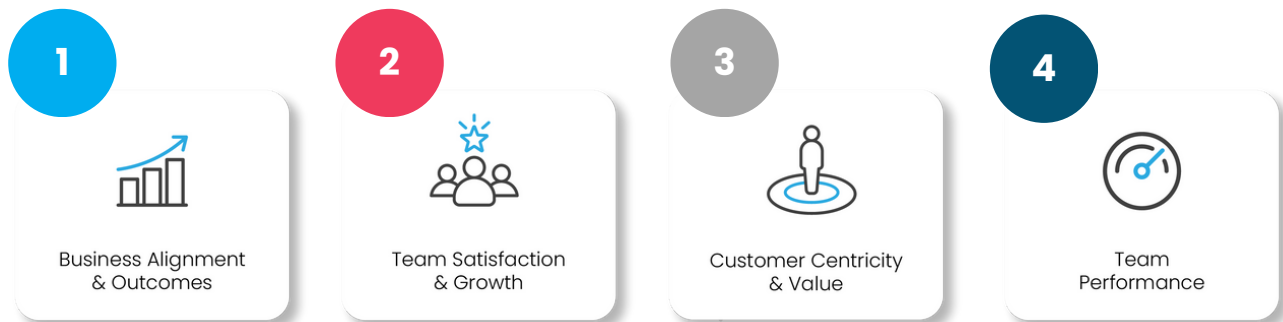
A practical eBook to help you effectively measure what matters most to marketing organizations for agile marketing success.

Introduction

With this eBook, you'll learn how each of the **4 Pillars to Agile Marketing Success** will help you become a marketing department with high-performing teams that collaborate better, align on priorities that drive meaningful business outcomes and enhance individual and team satisfaction with their work.
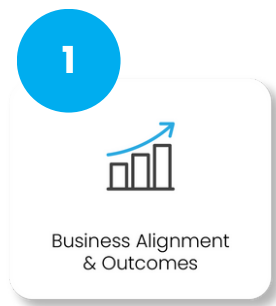
Plus, take a quick survey for each pillar to see how your company stacks up.

With this publication, we hope to inspire you to get the most out of agile marketing!

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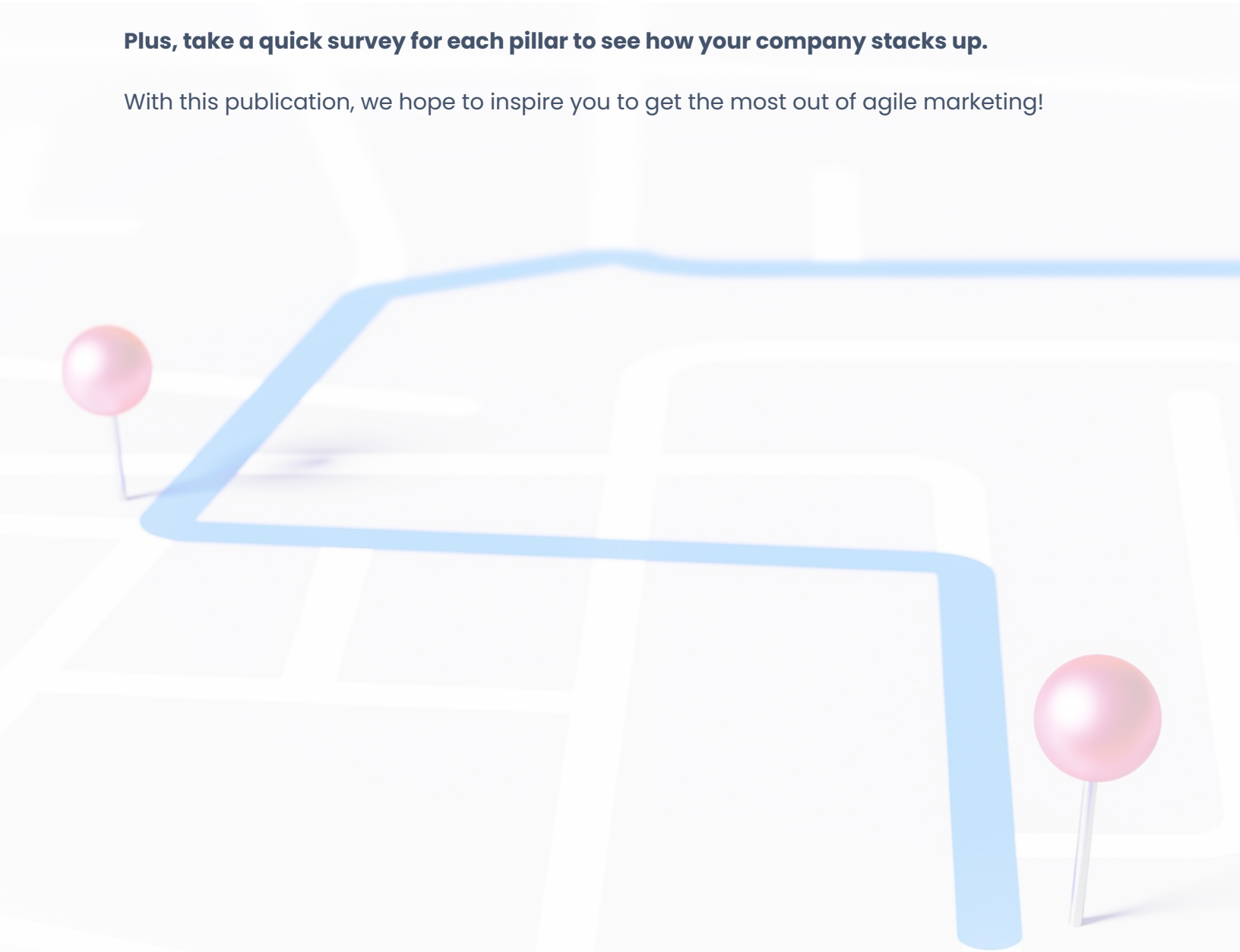
Pillar #1
Business Alignment & Outcomes

1

Business Alignment
& Outcomes

Marketers are often seen as the arts and crafts department that merely execute campaigns, rather than as a strategic business partner. A big benefit of agile marketing is the ability to form better partnerships between these two groups and align on the work that drives measurable business outcomes.

When we identify the right work, we can focus on the priorities that create the most value. This helps already over-loaded marketers avoid busy-work that has no real impact.

Through this measurement pillar, you'll have a lens into how to gain strategic alignment with your stakeholders and better prioritize marketing work. You'll also gauge the level of transparency and feedback between marketing and stakeholders.

Aligning to Values

Agile Marketing is all about removing traditional thinking and operating with a new mindset. A community of agile marketing pioneers came together to create the Agile Marketing Manifesto, a set of values & principles that really sets the stage for what agile marketing is all about.

In the development of the 4 Pillars to Agile Marketing Success, it was critical to align measurement back to the core values that drive agility, mapping the behaviors to the values and principles that define agile marketing.

With Business Alignment & Outcomes, measures are tied to the agile value of "Focusing on customer value and business outcomes over activity & outputs."

When looking at this value, the goal within marketing organizations is to align with stakeholders and ensure we are focused on driving the right outcomes by targeting the right priorities in our work. We want to stop the chaos of marketers doing more busy-work and seeing what sticks. In fact, with this new mindset, we often take on a less-is-more-stance.

We work with our stakeholders differently, and instead of managing a list of tasks, which are just outputs, we elevate marketers to take on more of a consulting stance and really go after what outcomes stakeholders are trying to achieve.

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Why Becoming an Outcome-Oriented Team Matters

Marketing is expected to drive business outcomes. Yet, in the digital age, modern marketing has not evolved our role in being seen as a business leadership function. We have lost ground as a voice of influence with executive leadership and must ensure marketing is not seen as simple order-takers.

When marketing departments improve on Business Alignment & Outcomes, they develop better relationships with stakeholders. By aligning with the higher-level OKRs or business objectives in the company, we can link to what will drive what stakeholders need and reduce the amount of work by prioritizing the right things at the right time.

One of the benefits of agile marketing is being able to stop underperforming campaigns and quickly pivot to work that creates the outcomes that matter most.

During times when we may need to reduce staff, most marketing departments simply don't have the luxury anymore to work on every stakeholder or leadership request, which leads to burning out our people.

With a focus on our people working at a sustainable pace, in alignment with the priorities that matter most to drive meaningful results, the team spends time on work that customers have validated has value to them and delivers on stakeholder expectations of marketing results.

3 Ways to Align Marketers to Business Outcomes

To start moving the needle on this pillar, here are 3 things to can try with your marketing department.

#1) Alignment on the marketing outcomes you need to achieve.

When asking most marketers why they're doing the work they're doing, the answer is typically because someone higher up sent in a request. This is a really dangerous cycle because the people doing the work have lost sight of the outcome needed, so we start throwing tactics against the wall.

A great way to get started here is to align both the team and the stakeholders on a Guidepoint, which is a North Star statement of what success looks like to them in the next few months. The team may need to talk to people at a higher level than those requesting work to understand which business outcomes or KPIs are the most important for the company.

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Getting to the strategic layer rather than a tactical one can take some work, but once that's accomplished, aligning on outcomes gets a lot easier.

After you complete this step, hold a Collaborative Planning Workshop where both the team and stakeholders get in the same room, discuss the Guidepoint and brainstorm executable initiatives, tactics and ideas that will meet those outcomes.

The key is to have everyone responsible for the strategy and outcomes, as well as the team members doing the execution working together in a shared space, either in a room or a virtual collaboration setting.

After the session ends, a Blueprint is a great output. This is a 3-month calendar of agreed upon deliverables at a high level. It doesn't list every task the team plans to accomplish, but is rather a set of top priorities that directly align to the agreed upon outcomes established in the Guidepoint that balance customer and business value.

#2) A clear method for prioritizing work.

The majority of marketing organizations don't have an intake system that's transparent or allows for flexible prioritization. The most common way of intaking work is when a stakeholder goes directly to a team member, asks for a marketing tactic (rather than outcome) and no one has any idea of the sheer volume of work the team is actually being asked to do.

If this sounds familiar, a clear method for prioritizing work can help. In agile marketing, the Marketing Backlog is how teams generate a single prioritized list of future work.

When a client we worked with started agile marketing, they put together everyone's work that they had committed to already and learned that it would take them five years to get through it all! Unfortunately, this is a situation faced by marketers across industries and sectors of B2B and B2C.

#3) Data-driven decisions based on results.

In traditional marketing, we plan work and are expected to simply execute—no questions asked! With agile marketing, one of the biggest changes into how marketers work is by testing and learning small campaigns and using the actual results to scale those efforts.

This method can be done by companies both large and small. In fact, we practice what we preach in our own small business.

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Here's how a data-driven decision was applied with a Fortune 100 client:

Data-driven decision-making was used in their cross-channel acquisition effort across owned and paid media (search, content, advertising and affiliate). The objective (Guidepoint) was to acquire 2,500 new customers per month, with a cost per acquisition (CPA) below $4. Each tactic held KPIs and success criteria that ladder up to the Guidepoint.

After the first few cycles of initial incremental campaign efforts, the overall CPA was much higher than expected and was not sustainable—it put the entire campaign at risk.

The higher CPA was immediately isolated and identified within the affiliate channel at nearly double its target. With the data in hand, the team pivoted within 24 hours to address the situation.

The focus paid off and cut the CPA by 70 percent by the end of that same cycle, bringing it in line with the target within the following cycle. Crisis avoided and the campaign continued!

Benefits to Improving Business Alignment & Outcomes

- Clear direction and alignment around priorities.
- Stop working on low value work.
- Improve stakeholder relations and credibility of marketing.
- Have a system that's flexible and adaptable to change.

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Assess Your Team

Take this short 5 question survey that will instantly give you a score on how you measure up in Pillar 1 with Business Alignment & Outcomes.

Take the Business Alignment Survey

What Does Your Score Mean?

25% - 50% Range

- There are significant gaps in how marketing aligns to drive clear business outcomes.
- Stakeholder communications, collaboration and engagement are low or non-existent.
- Proper prioritization of work, transparency into marketing efforts and effective stakeholder feedback are significant challenges to overcome.

50% - 75% Range

- There are foundational pieces in place to achieve greater alignment of marketing and business outcomes, but it has yet to be formalized.
- Elements including prioritization of work, transparency into marketing efforts and effective stakeholder feedback are present and should be enhanced to progress with marketing agility.

75% - 100% Range

- There's alignment of marketing efforts with business outcomes with methods/processes practiced to ensure it takes place on a regular basis.
- Elements including prioritization of work, transparency into marketing efforts and effective stakeholder feedback are in place.
- Continuously improving on these dynamics will further enhance the effectiveness of agile marketing.

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Pillar #2
Team Satisfaction & Growth

Team Satisfaction
& Growth

While marketing has a rich history of communication and collaboration, producing legendary work and driving bottom-line results, today's marketing landscape is much more complex. We're faced with endless new channels, continually evolving platforms and specialized skills that didn't exist a few years ago. As marketing continues to evolve, there's an increased need to work together and grow skills in order to be effective and happy in our jobs.

It's a well-known fact that happy marketers collaborate better, which increases creativity and productivity. People who are part of satisfied teams are empowered and supported by leaders to develop new skills, helping the team and individual team members stay competitive in the fast-paced marketing world.

Through this measurement pillar, you'll gauge Team Satisfaction & Growth as a cornerstone of agile marketing in terms of how they work together as an empowered team to solve problems, learning by doing things together and connecting the impacts of work to the larger organization.

Empowering Satisfied & Growing Teams

In the Team Satisfaction & Growth pillar, we're tying outcomes directly to the Agile Marketing Manifesto Value of "Cross-functional collaboration over silos & hierarchies."

In order to be able to show growth in this area, you need to create a culture where marketers feel empowered and supported by leadership, have the ability to work autonomously without micro-management and have a work environment that supports psychological safety. By working on a small, cross-functional team, marketers learn from each other and continually grow skills that lead to greater job satisfaction.

This pillar is also tied to several principles of the Agile Marketing Manifesto, including:

Organize in small, cross-functional teams where possible.

By organizing teams this way, marketers are able to operate like a small startup, even within a large company. The long waits between departments to receive and prioritize work are eliminated and everyone on the team has common goals and enough skills to get work done from start to finish within the team.

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Seek out different and diverse points of view.

Within a cross-functional team, different and diverse points of view occur because everyone from the strategist to the graphic designer and data analyst are all working together to produce the best possible marketing deliverables.

Build marketing programs around motivated individuals and trust them to get the job done.

Successful agile marketers align the team with common goals, but give them a lot of autonomy to figure out the best way to get deliverables done. Instead of specifically requesting tactics, we elevate these marketers to be part of the solution.

Why Team Satisfaction & Growth Matters

The world of marketing is fast-paced and challenging, which can lead to dissatisfied marketers that become apathetic or quit. People who work on healthy teams are more collaborative and innovative, which improves morale and the likelihood that they'll stay for the long haul.

Teamwork is essential to a company's success, says John J. Murphy, author of *Pulling Together: 10 Rules for High-Performance Teamwork*. "Each individual has unique gifts, and talents and skills. When we bring them to the table and share them for a common purpose, it can give companies a real competitive advantage."

Plus, we know that team performance improves when people work together over long periods of time, so keeping teams intact leads to overall better business results. When people are happy at work, they're able to be proactive, create effective campaigns, meet customer demands and stay competitive.

3 Ways to Improve Team Satisfaction & Growth

If you want to improve team satisfaction & growth, here are three things you can try.

#1) Partner on work to build skills that benefit the whole team.

In agile marketing, teams are working towards delivering customer-ready marketing in short cycles. In order to do that effectively, team members need to flex outside of traditional roles and be willing to pitch in when work needs to get done.

In marketing, we often pair together a writer and designer. While they have distinctly different skill sets, they are complementary in that it requires both of them to bring any deliverable to customers. So the writer may learn some basic design skills and the designer may be able to proofread.

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#2) Plan work in short cycles to maintain a sustainable pace.

In agile marketing, the goal isn't to give teams more work to do—it's to work on the right work at the right time while maintaining a sustainable pace. Planning cycles that are five or 10 business days are most impactful.

The idea is that the team self-selects work from the prioritized marketing backlog of work, only choosing the work that they feel confident can be completed during the cycle without any crazy overtime or racing to an unrealistic timeline.

The team can get even crunchier with measuring sustainability if they're able to track planned work over completed work. And since agile teams are made up of the same small group of marketers, they can improve their planning each cycle by looking historically at what they've accomplished.

Given the sheer visibility and transparency of working this way, any unplanned work is easily identified and called out rather than creeping up unexpectedly. When unplanned work comes through, the team meets to decide how it will impact their planned work and rather than being additive, they have trade-off conversations with stakeholders.

While this feels like a dream to most marketers, with a little discipline and practice, this scenario is attainable. While there's fear of saying no to people, what we've learned is that stakeholders appreciate a predictable team and would rather hear not now or no than hearing about missed deadlines after the fact.

When teams work together at a sustainable pace, burnout is avoided and stakeholder relationships improve because of the transparency and predictability that the team can share. This impacts team satisfaction and reinforces that empowered teams can be trusted to reliably deliver on expectations.

#3) Hold a Team Improvement session for improving how the team works together.

A Team Improvement session is where the agile marketing team meets each cycle to focus on continuous improvement in how they work together. It takes a tremendous amount of psychological safety to be open to sharing new ideas and commenting on what's working and what doesn't on the team.

Leaders allow the team to meet as a team on their own and give them the space they need to solve problems as a team. Let the team know that you're there if a situation needs to be escalated, but encourage them to creatively look for improvement ideas and give them the space and trust to try new ways of working without permission or reprimand if they fail.

By allowing self-organization in a psychologically space environment, teams will naturally grow and improve the way they work together.

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Benefits to Improving Team Satisfaction & Growth

- Individual and team growth that's fostered from a collaborative culture.
- Decentralized and empowered teams that can solve their own problems and continuously improve.
- Marketers having meaningful work that connects efforts to organizational success.
- Psychological safety by building trust in the environment and team relationships.

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Assess Your Team

We've put together a short 5 question survey that will instantly give you a score on how you measure up in Pillar 2 with Team Satisfaction & Growth.

<u>Take the Team Satisfaction Survey</u>

What Does Your Score Mean?

25% - 50% Range

- Team satisfaction and growth are significant hurdles to overcome as marketing has not established a collaborative environment nor has it fostered ongoing learning and skills development with marketers.
- Marketers do not feel supported in terms of empowerment or autonomy nor do they have a sense of how their work impacts the organization.
- There's little or no psychological safety to voice opinions or raise challenges or issues; there is more fear than freedom to speak.

50% - 75% Range

- There's a foundation for Team Satisfaction and Growth with immediate potential to enhance and evolve.
- The current state requires focused efforts in key areas to move the needle further on elements like collaboration, skills development and better support structures to empower teams.
- There's an understanding of what marketing contributes to the business and a degree of psychological safety for individuals to speak without fear, but it's not widespread across all team members.
- Each territory requires focused efforts to evolve what is already in place and create greater agility in practices and behaviors.

75% - 100% Range

- Team Satisfaction and Growth are taking hold.
- There's discipline to ensure effective collaboration and communication, harness the ability for individuals to enhance their skills.
- Leadership support and empower teams to problem solve and make decisions.
- Marketing's contribution to the business is understood.
- The team embraces and practices psychological safety.
- The current state requires focused efforts to move the needle further on elements like collaboration, skills development and better support structures to empower teams.

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Pillar #3
Customer Centricity & Value

Customer experience and value creation are at the heart of business success. In today's instantaneous world, the competition is only a click away if prospects or customers don't feel valued.

We create value by delivering on customers' expectations to help solve problems, identify relevant solutions and provide easy and convenient ways to engage and transact with our brand. Brands that deliver on that become trusted and valuable.

Marketers have tools like personas, journeys, and stories but rarely apply or use them effectively. Using your tools in conjunction with regular customer feedback to validate your efforts is an opportunity most marketers overlook or miss out on.

Agile marketing enables marketers to use rapid experimentation and determine customer value, enhanced with the use of feedback loops that helps us learn faster and quickly pivot if marketing is not resonating with customers.

By focusing on customer-centric value enabled with agile ways of working, you'll be able to better meet the ever-changing needs of your customers and drive desired outcomes.

Valuing Early Delivery & Responding to Change

This pillar directly correlates with the agile values, "Delivering value early and often over waiting for perfection" and "Responding to change over following a static plan." To move this needle, both of these values need to be practiced in harmony.

Marketers need to lean into the notion of minimal viability and getting marketing out into the hands of customers quickly rather than waiting until everything is perfect. The reason for this is that traditionally, we've spent way too much time fearing imperfection, only to learn that our efforts fell flat and we wasted valuable time because we were slow to uncover lackluster results. We want to fail fast if we're going to fail, and put more time into work that we know is working.

At the same time, we need to be responsive to environmental factors and to how our customers respond to our marketing. During the pandemic, almost every marketing plan was thrown out the window because we were forced to respond to unforeseen changes.

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Why Customer Centricity & Value Matter

Determining the value of marketing efforts with customers early on allows us to adapt, adjust and optimize. Establishing feedback loops is gold in terms of learning about our efforts, validating what works and what doesn't. It allows us to stop our low-performing tactics, continuing with those that are high-performing and hold intrinsic value with our audience. We can pivot easily versus following a set plan, allowing us to focus on marketing that resonates with customers and drives value for the organization.intrinsic value. We can pivot easily versus following a set plan, allowing us to focus on marketing that resonates with customers and drives value for the organization.

3 Ways to Improve Customer Centricity & Value

#1) Work in short cycles with a bias towards action over perfection.

Within the agile marketing cycles, which are typically 5 or 10 days, the team should focus on what work they can get done and delivered to customers. A successful team in this category is one that could get a single deliverable launched rather than five of them started but not completed.

We focus on action because only when we can test and learn from a marketing tactic do we know if it really resonates with customers. We can perfect it all we want to behind the scenes, but the real test of success is how it actually performs.

Traditional marketing teams have worked under the notion that what they put out there must be perfect, there's no room for error and done is done. The agile marketing philosophy suggests marketers think instead about what the smallest thing is that can be delivered that meets the desired outcomes and what we can learn from them. We call this minimum viability. With this comes the idea that we can build upon good ideas and drop ones that are unsuccessful.

#2) Use Success Criteria to see if you're on track.

The practice of writing and evaluating Success Criteria allows marketers to measure success for a campaign, initiative and even a single deliverable. While a single deliverable only gives us some leading indicators, it can be a really effective way to understand whether to do more of this type of work or pivot the strategy.

We suggest practicing this technique initially with every marketing backlog item. As teams mature in this area, they may be able to shift to a more macro approach.

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There are two key considerations to this practice: First, make sure that you're writing Success Criteria that are measurable. Here's an example:

"Drive 10 percent more traffic with a 5 percent conversion rate, or 10,000 new visits with 500 net new leads."

You also need to ensure that you're going back and making decisions from those measurements on whether to continue this work as planned, stop it or accelerate it.

#3) Stop working on low-performing tactics.

When you've established Success Criteria, the tactics that are performing below your goals need to be stopped. Maybe not completely stopped, but at least re-evaluated to see what you can do to better resonate with your target audience.

Traditional marketing departments rarely (if ever) take the time to do this. They're too busy working on the next campaign or project. This is a fundamental shift in how agile works. The agility that you've built into how you work allows for flexibility in planning and marketers aren't simply adhering to a marketing plan or content calendar—they're given the empowerment of making real-time decisions to improve customer value.

Benefits to Improving Customer Centricity & Value

- Stop wasting weeks or months on the perfect strategy – learn by customer feedback.
- Focus on high-performing initiatives, tactics or campaign elements that really resonate with customers.
- Quickly get marketing into the hands of customers instead of delaying now and validate.
- Serve relevant customer needs to simulate greater engagement.

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Assess Your Team

We've put together a short 5 question survey that will instantly give you a score on how you measure up in Pillar 3 with Customer Centricity & Value.

Take the Customer Centricity Survey

What Does Your Score Mean?

25% - 50% Range

- Customer-centric thinking and behaviors are low and could be much higher.
- Marketing has yet to establish a mindset to serve customers by understanding their needs or solving their pain points.
- Active use of tools and processes to develop a deeper understanding of customers and prospects is absent, indicating a lack of marketing efforts' relevance, value and credibility.
- Marketing efforts are not broken down into smaller pieces or shorter cycles of delivery to learn from—feedback loops or mechanisms for the audience to validate efforts and determine if value is present early on are not in place.
- Adapting and adjusting in stream marketing is a significant challenge.

50% - 75% Range

- Customer-centric thinking and behaviors are present, and opportunities exist to shape into a consistent discipline.
- The Serve versus Sell mindset can expand and grow with increased practices, processes and tools employed to understand customers or prospects better. Consistent application can firmly establish relevance, value and credibility with target audiences.
- Marketing delivery is not all "big bang"; some execution involves delivering smaller pieces within shorter cycles.
- Feedback loops might be present but need more rigor to help validate efforts early on to adapt and adjust in-stream marketing to increase customer value.
- There's significant potential in this range to become more disciplined and continuously improve and evolve into a customer-centric marketing organization.

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75% – 100% Range

- There's a disciplined process and consistency across customer-centric thinking and behaviors in marketing.
- Teams operate in a 'Serve versus Sell' mindset, positioning customers first to create value. Relevance, value, and credibility are the primary goals.
- There's rigor in developing a comprehensive understanding of customers.
- Customer value is determined with a controlled cadence of marketing to learn from incremental efforts in short cycles. This includes customer feedback in order to adapt and adjust any in-stream marketing for the highest customer value and optimal results.
- At this level, customer centricity is embedded at the foundation of all efforts. At this level, teams take a proactive stance to continuously improve.

Pillar #4
Team Performance

Performance is at the top of the list of stakeholders' and leaders' expectations of marketing, but marketers have lost trust and credibility with the C-suite. Terms like 'Growth Hacking' and 'Omni-Channel Conversion Optimization' are often used these days in marketing, but are hollow buzzwords without a disciplined way of delivering consistent results.

High-performing teams don't just happen—they need the right structure and a modern operating approach to flourish. Simply grouping people together doesn't create a team. We need to enable people to combine their niche skills and work together towards a common goal.

Marketers are told it's okay to fail, but too often leaders say this and don't really mean it. We need to embrace failure in our ways of working to consistently learn and improve. We can't innovate without it.

Consistent team performance, improved efficiencies, and enhanced effectiveness with quality of work and the quality of results that serve to inform and enhance data-driven decisions is the goal.

Valuing Experimentation & Data-Driven Decisions

This pillar is centered around the Agile Marketing Value, "Learning through experiments and data over opinions and conventions." This means that we can no longer work in an environment where requests happen without validation and data. Gone are the days where we blindly attend the same trade show year after year because that's what we've always done. In a world where marketing data is rich and at our fingertips, we need to take on this modern approach.

The Team Performance pillar also leans into these agile marketing principles:

- Take chances, and learn from your failures.
- Long-term marketing success benefits from operating at a sustainable pace.
- Agile marketing isn't enough. Excellence in marketing requires continuous attention to marketing fundamentals as well.
- Strive for simplicity

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Why Team Performance Matters

By improving Team Performance, marketers are able to build trust with stakeholders and leaders by showing them they're capable of on-time, predictable delivery. This cements credibility in marketers, proving that they're consistently delivering high quality work that meets the ever-changing needs of customers.

Another benefit of high performing teams is their ability to remove wasteful process overhead that takes time and energy from real work. This can make them perform a lot better, but it requires leaders enabling change to happen.

High-performing teams also know how to innovate using hypothesis-driven experiments, allowing them to evolve and enhance data-driven decision making. This allows them to optimize results and outcomes with testing and learning and embrace continuous improvement.

3 Ways to Improve Team Performance

To move the needle in the Team Performance pillar, here are three things to try:

#1) Focus on predictable delivery.

A lot of times work comes in side-ways and team members accommodate these requests because they don't want to let people down. However, the real letdown comes when the more important project they were promised doesn't get delivered in time.

To focus on predictability, it's imperative to create a Blueprint (sometimes called a roadmap) of what work the team and stakeholders have agreed will get done in the upcoming quarter. Every week or two, there should be a regular cadence where both parties review the Blueprint to see if the work on there is getting done on time or if the plan needs to be adjusted.

It's also important that the team has a single point person for work requests (we call this a Marketing Owner) that understands all of the business goals and can see which requests will best match the desired outcomes. This role must be empowered to say no to pet requests and to communicate the impacts of new work to the planned Blueprint.

While agile is all about the ability to pivot, we must not use this as an excuse to constantly switch gears. Pivots need to be discussed and trade-offs have to be made in order to become predictable and gain stakeholder trust.

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#2) Remove wasteful processes.

You can improve Team Performance by removing wasteful processes that take time and energy away from focused delivery. Too often, there's waste in our process when a project is waiting on someone's desk and there's inactivity instead of a constant flow. We also see waste when our processes become too rigid and require too many approvals.

A good way to remove waste is to gather everyone that works on a particular deliverable, such as a web landing page and map out your current workflow from end-to-end. Find out how many days on average it's taking for each step. Discuss which process steps seem unnecessary to complete the job and look for new and creative ways to streamline your workflow.

#3) Conduct rapid experiments.

High-performing teams know how to conduct rapid experiments for testing & learning and continuous improvement. Experiments can be small things, such as A/B testing an email to see which one performs better, running a social ad with a different image or offer or trying out different calls to action.

Experimentation allows marketers to see what really resonates with customers. A high-performing team knows how to rapidly pivot to produce marketing that's both hitting the mark with customers and meeting the company's business goals.

Rapid experimentation requires a company culture that embraces flexible planning, failure and learning and pivoting marketing strategies when necessary.

Benefits to Improving Team Performance

- Improve stakeholder trust with predictable, on-time delivery.
- Work efficiently and at optimal speed, removing barriers and delays.
- Focus on the right work, experimenting in terms of what drives quality outcomes.
- Continuously improve and evolve through data-driven decision-making.

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Assess Your Team

We've put together a short 5 question survey that will instantly give you a score on how you measure up in Pillar 4 with Team Performance.

<u>**Take the Team Performance Survey**</u>

What Does Your Score Mean?

25% - 50% Range

- This range indicates team performance dynamics are currently low and could be much higher.
- Some inefficiencies are causing long delivery cycles, impacting the quality of work and expected outcomes.
- Deadlines are sometimes, or often, missed.
- Overall trust and confidence in marketing performance suffers with stakeholders and leaders.
- Experiments are rare or not used in marketing, preventing abilities to innovate, become data-driven, and optimize efforts and results.
- Team performance dynamics are challenging and need a focused effort to elevate across dimensions.

50% - 75% Range

- Team Performance demonstrates a mix of desirable baseline elements to harness further in this range.
- Most of the time, work is efficient, typically delivered with quality and expected outcomes.
- There's a predictable nature of delivery in the marketing work; deadlines are sometimes missed, but not often.
- An average to above-average level of trust and confidence in marketing performance exists across stakeholders and leaders.
- Experiments are used, but there's a lack of discipline in terms of consistent application.
- Marketing capabilities are poised to help marketing innovate and leverage data-driven decisions in efforts and subsequent results.
- Dynamics within marketing are favorable, with the ability to enhance and elevate Team Performance by targeting select areas where gaps might exist.

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75% – 100% Range

- In this range, there's a clear demonstration of discipline in terms of Team Performance, instilling the highest degree of satisfaction with stakeholders and leaders.
- The delivery of work is predictable and done efficiently without wasteful steps or processes.
- Deadlines are rarely missed, and there's a proactive stance to remove obstacles as they are identified.
- The highest quality work is delivered and continually drives expected outcomes.
- Trust and confidence in marketing performance exist across stakeholders and leaders.
- Hypothesis-driven experimentation is disciplined and built into all efforts consistently.
- Marketing demonstrates innovation and utilizes data-driven decision-making.
- Dynamics within marketing steams are optimized and are constantly evolving to enhance performance.

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Conclusion

Agile marketing isn't just a new process or a fad - it's a way transform marketing to meet the changing needs of customers, employees and business stakeholders. It has many great benefits, but there's a need to focus on the outcomes we're trying to achieve rather than treating it as another new process.

By using these 4 Pillars to Agile Marketing Success, you'll be able to sync with underlying values and principles in your efforts and tap into what makes agile so amazing in the marketing space and gauge if your organization and teams are adapting agile in a way that benefits your business goals.

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Get your free customized assessment.

If you'd like to get a more in-depth look at how your company is doing, we'd like to offer you a complimentary 4 Pillars to Agile Marketing Success Pulse Survey. This will set your baseline and give you a customized report with some concrete areas for improvement.

Simply e-mail us with the subject "Free Customized Assessment."

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