

# DELIVER.

## Point of View Paper

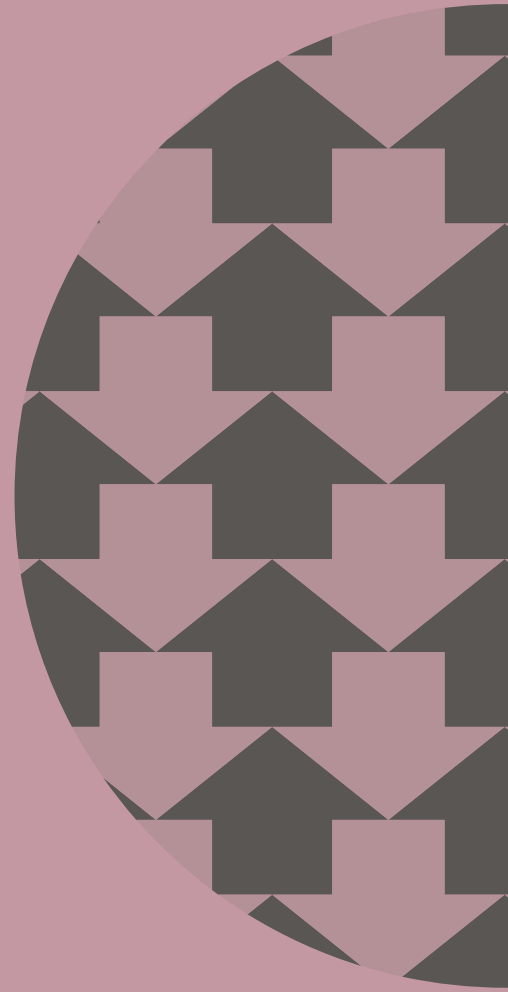
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How marketing leaders can  
break down silos to build high  
performing teams

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**AUTHOR:** David Ferguson, Global Director of Consulting Services

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Success isn't won alone. For marketing leaders tasked with driving efficient growth from technology investment, it can hinge on their ability to get multiple stakeholders and teams to work together effectively. Not only during a project. Every day.

That's a tough enough ask on its own. But given the global shift towards remote and transient working, breaking down silos and building a culture of high performance in teams that might never meet each other is one of the biggest challenges facing business leaders today.

## STRATEGIC LANDSCAPE.

Perhaps you have disconnected teams working from siloed data. Maybe you have legacy systems that are enabling bad habits. The outcome is the same. It will render your teams unable to work in lockstep with each other.

Whatever your strategic problems, one thing is guaranteed. If you're going to succeed, you'll need to get your people to collaborate effectively, and build an ecosystem that helps them to perform at their best.

When implementing change across departments, the teams you need to engage have a day job to focus on, and it can often feel like your number one priority is way down everybody else's list.

How often have you experienced these pain points when trying to drive an initiative for change:

- ➡ *Competing demands for people's time, posing a risk to your timeline.*
- ➡ *A lack of enthusiasm from key players, slowing down momentum.*
- ➡ *Stakeholders disagreeing about requirements, jeopardising progress.*
- ➡ *Teams pulling in different directions, creating conflict.*
- ➡ *Decision makers suffering from option paralysis, creating blockers.*

The more complex and far reaching your initiative becomes, the more teams your ecosystem will need to encompass. The potential for these issues increases. But so too does the opportunity to achieve massive efficiency.

Businesses that successfully align multiple functions — including marketing, sales, data science, product development, I.T, and compliance — will achieve greater results, provide a better experience for both customers and internal stakeholders, and respond faster to changes in the market.

So, how do you create an ecosystem that simultaneously streamlines ways of working between multiple teams, and creates a platform for growth?

## SOLUTION.

To create a finely tuned solution that handles all of this seamlessly, you'll need to bring together systems and processes including:

- ➡ *Marketing automation (MAP)*
- ➡ *Customer relationship management (CRM)*
- ➡ *Digital experience management*
- ➡ *Work management tools*
- ➡ *Digital asset management*
- ➡ *Data services*
- ➡ *Data visualisation & analytics*

To do that in a way that achieves your strategic aims while keeping people onboard is no mean feat, and you'll need to take a holistic approach spanning people, workflows, technology, and data:

### People

What is the shared vision? What role does each team have to play, and how will they contribute to success? What outcomes are you aiming for, and why do they matter? Do your teams genuinely understand why they need each other?

## Workflows

Where are you duplicating effort? Where are you wasting time every day? What feels more difficult than it should? What activities have the biggest impact on your outcomes, and how can you do more of those things? What processes can you automate? How can you codify good collaboration?

## Technology

Where could you create deeper integrations between systems to empower your teams? What existing functionality do you have access to that you're not utilising? Where are you missing opportunities to innovate? Where do you have knowledge gaps and training needs?

## Data

What gaps do you have in your data? How does privacy and security impact each of your teams? How can you empower your teams with near-real-time insights that will allow them to innovate and make better decisions? How do you tell what's useful from what's irrelevant?

Clearly, when designing and delivering a solution that impacts multiple teams in so many ways, creating a 'best practice' solution and imposing it on people is not going to get maximum engagement and adoption.

Whereas if you bring your teams into the process, not only will you end up with a better solution, but your teams will be more engaged. They will champion the solution. Not because you told them to, but because they feel like it's designed for them.

By involving your teams, educating them, getting their input, and galvanizing them around a common vision, you can bring about a vital shift of mindset for cross-team collaboration.

# GROWTH EFFECTIVENESS ACTION PLAN.

You probably have some big questions like:

- ➔ *What is really driving my team's outcomes?*
- ➔ *How can I calculate my return on investment?*
- ➔ *Where are we investing more time, money, and resources than we need to?*
- ➔ *Where are my team's blind spots, and what is being neglected?*
- ➔ *How do I free up time for my team to focus on strategic initiatives?*
- ➔ *What do I need to put in place to build a maximally efficient ecosystem?*

**Our approach to answering these questions, and building this ecosystem in collaboration with you and your team, is based on four pillars:**

## DESIGN

### **Outcome: Determine vision & align strategy**

We design a unique growth action plan to meet your desired outcomes, evolving and augmenting the operating models and technology ecosystem you're already accustomed to.

## DELIVER

### **Outcome: Build your growth ecosystem**

A data and technology-empowered growth ecosystem to enhance your operating models and get disparate teams working effectively. From streamlining creative collaboration and digital production, to delivering CX and revenue insight back into the business.

## ADOPT

### **Outcome: Boost adoption across your business**

Consistent operational support is the only way to drive value from your strategic investments. This is absolutely fundamental to achieving growth. We make sure everyone across your organisation is cohesively and confidently using your workflows, technology and data, and are aligned on your growth action plan.

## **GROW**

**Outcome: Build on success & further optimise growth**

Establish baselines, data insights and reporting aligned to the strategic levers of growth such as budget, resource utilisation, customer engagement, and revenue outcomes.

Track progress against your original strategy and implement improvements for continuous growth.

By following this approach, we can build a seamless solution that gives you a platform for achieving:

- ➡ *Revenue growth*
- ➡ *Productivity & ROI growth*
- ➡ *Improved customer lifetime value*
- ➡ *Reduced risk*

## **SERVICE DELIVERABLES.**

**How we'll deliver on this commitment to you:**

- ➡ *We'll start with a detailed business discovery process led by our team of strategic consultants, to understand your business drivers and your 'why'.*
- ➡ *Then follows our technical discovery and design process led by our technology experts, to capture your functional requirements and design the optimal solution.*
- ➡ *Once we've designed the solution, our team of technology consultants will build out your ecosystem in collaboration with your technical teams, with governance from our project management office and strategy team.*
- ➡ *We'll then provide ongoing support and coaching with a personal touch, as our global team of industry and technology experts guide you to achieve growth consistently.*

Put all this together and you'll have an elegant ecosystem built for high performance, which breaks down silos, fosters better collaboration between your teams, and delivers results.