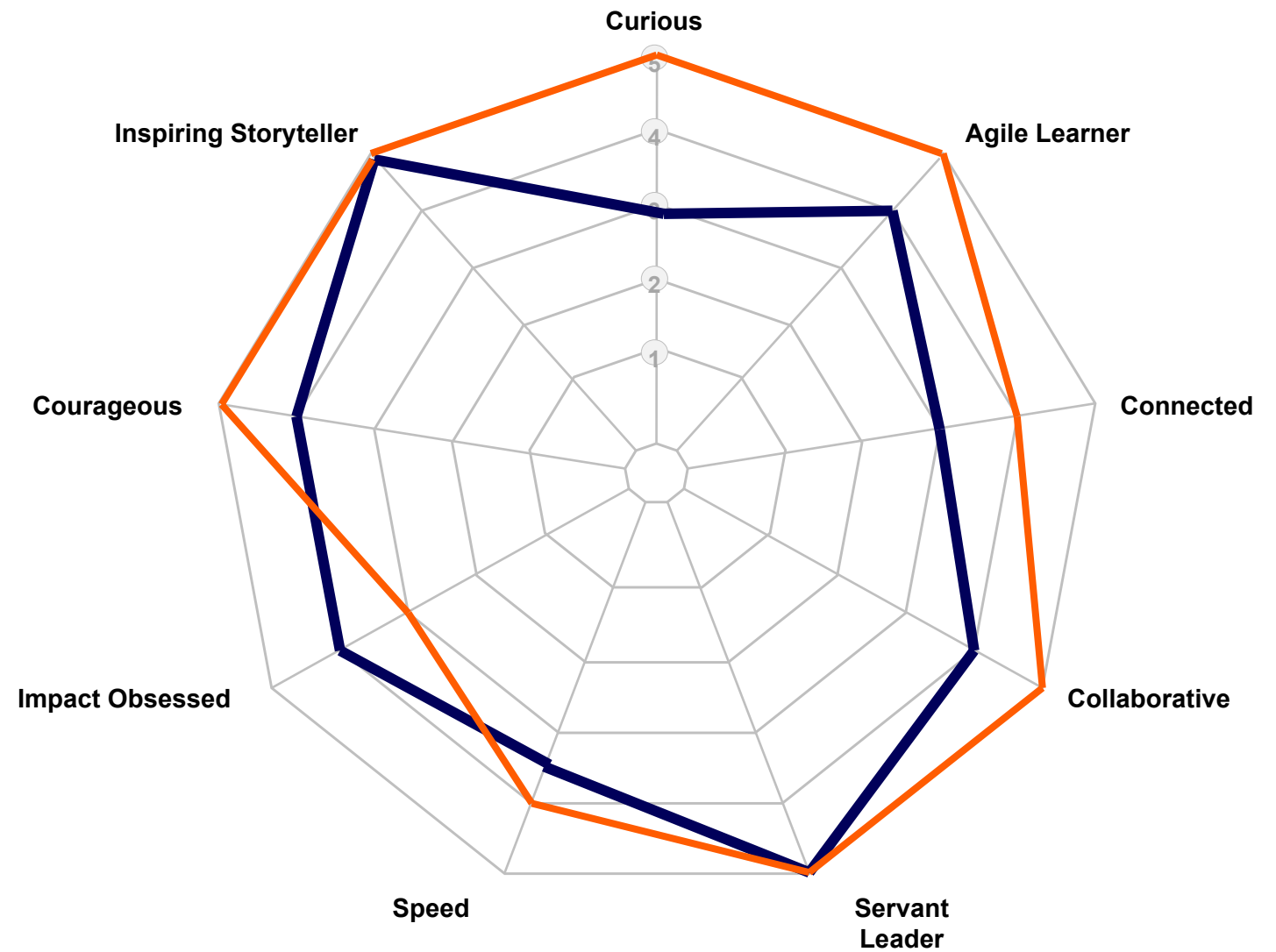


Attitudes: spider assessment



— Current assessment
— Required

The da Vinci Growth CMO Attitudes explained

Curious & Agile learner

Curious and agile learner Although it is easy to argue that the fundamental objectives of marketing will never change, few functions have evolved as much as marketing over the last decade. This development makes an attitude of curiosity and willingness to learn a crucial growth leader attitude. da Vinci was a voracious learner. His research, apprenticeships and sketches of thousands of experiments illustrate the breadth of his interests and the agility of his mind.

Connected and collaborative

With the explosion of marketing expertise required to succeed today, marketers have had to dramatically expand the number of agencies, consultancies and outside partners. da Vinci also became an avid collaborator out of necessity. He was notoriously slow, rarely meeting deadlines, and this often led to an income crisis. da Vinci only really started excelling at his work after opening a studio and engaging a team of collaborators to help him execute his ideas. The complexity of going to market today requires a natural inclination to make connections both internally and externally and to collaborate with more and different partners.

Servant leader

The key to success in a world of multi-stakeholder interests is about building on the diversity in the room to generate new ideas. CMOs with big egos will have a short tenure. da Vinci himself once said that “Nothing strengthens authority as much as silence.” He realized that listening and empowering the people around him were needed to unlock their potential.

Speed & impact obsessed

The days of endlessly debating the finer points of a positioning statement, trying to find a suitable “vanilla” compromise media plan, and spending three months on developing an annual strategy are over. da Vinci was always conducting experiments to see if his ideas held up in real life. Today we call his way of working “agile,” “iterative improvement,” and even “design thinking.”

Courageous & inspiring storyteller

da Vinci Growth CMOs need to be great storytellers. A CMO that can bring purpose, vision and strategy alive by speaking to both head and heart can convince all stakeholders to take the leap of faith that so many daring plans require. Inspiring CMOs leverage a positive point of view, building on a receiving-end perspective for all their audiences and managing their own energy as well as the energy around them.