

da Vinci CMO **attitudes & behaviors**

March 2021

Where we are now

Why

0.1 Personal Introductions

0.2 Program and business introductions

1.1 Humanized Growth Study

1.2 Leading Humanized Growth

1.3 Decoding the World

1.4 Humanized Growth

1.5 Personal Passion & Purpose

1.6 Network & Sparring

 Growth Opportunities

What

2.1 Abundant Markets

2.2 Multiple Business Models

2.3 Evolving Experiences

2.4 Da Vinci Growth CMO

2.5 Da Vinci CMO Attitudes & behaviours

2.6 Humanizing Growth Hacks

 Growth Ambition

 Growth Ambition Feedback

How

3.1 Human-Centric Transformation

3.2 Open Culture

3.3 Anticipative Organisation

3.4 Whole-Brained

3.5 Diversity for Growth

3.6 Network & Sparring

 Growth Plan

 Growth Plan Feedback

4.1 The shared growth opportunity

4.2 Cannes preparation

4.3 Cannes: community & impact

Today's Agenda

- Introduction
- Breakouts: attitudes & behaviors
- Self assesment & GROW
- Coaching
- Debrief & Close

Poll Results

Strongly disagree

Disagree

Neither disagree nor agree

Agree

Strongly agree

To what extent do you agree with the following statement: There is clarity in the company around the role of marketing

00%

33%

07%

53%

07%

To what extent do you agree with the following statement: My executive board and I are aligned on my role

00%

20%

13%

53%

13%

To what extent do you agree with the following statement: I partner with other functions to create value for all stakeholders

00%

00%

00%

67%

33%



Lack of understanding of Marketing & the CMO role

50% of business leaders have low understanding of Marketing's value (IPA)

Lack of alignment with the CEO



Stoxx 600 **352.48** 0.61% ▲

Nikkei **22062.39** 0.84% ▲

U.S. 10 Yr -0/32 Yield **0.662%** ▼

Crude Oil **35.36** 0.37% ▼

Euro **1.1135** 0.28% ▲

DJIA **25383.11** 0.07% ▼

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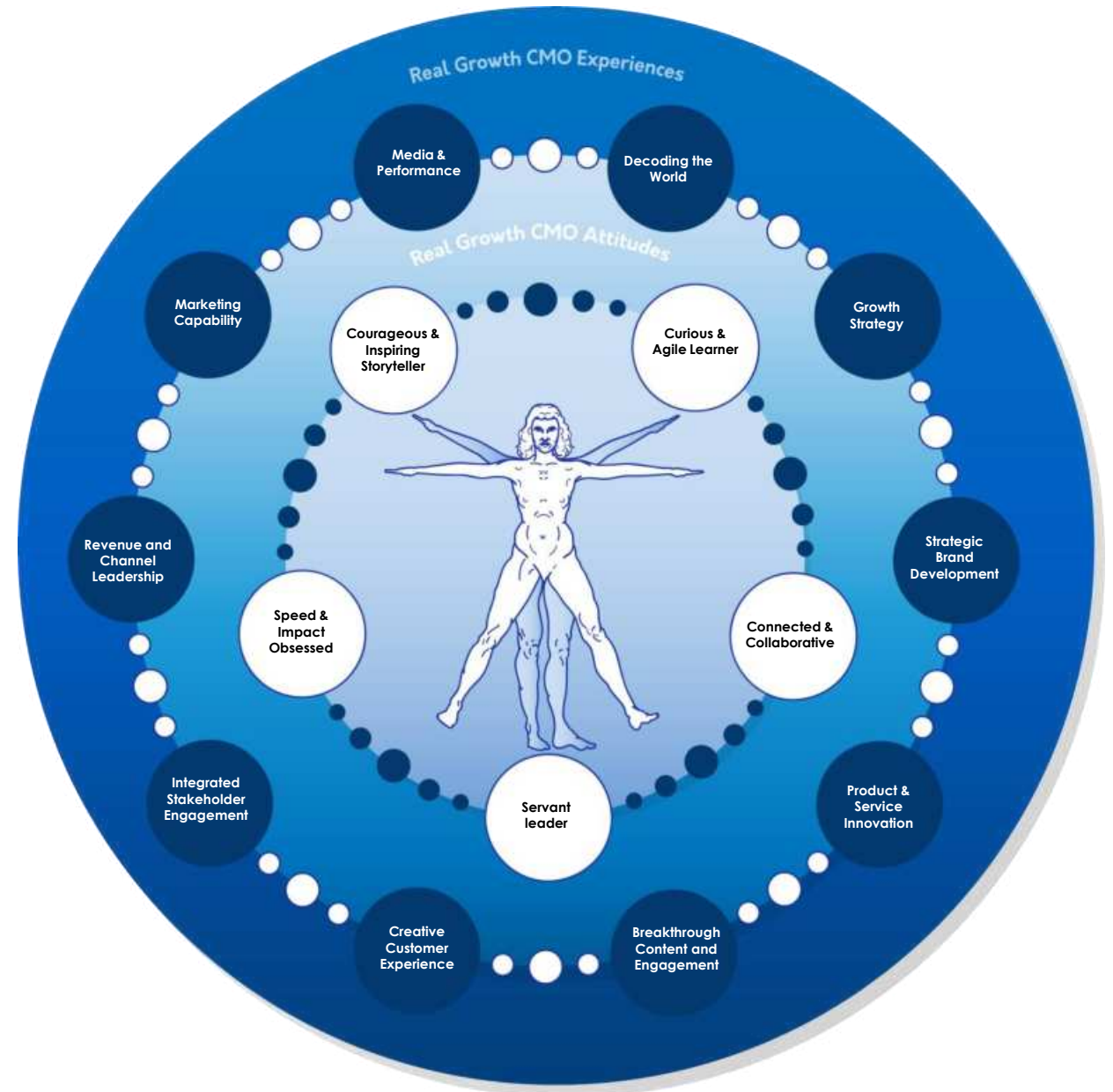
Deloitte's 2020 Global Human Capital Trends report explores the evolution of the social enterprise and how business leaders can foster a more engaged, empowered workforce. This article, the first in a two-part series,

The da Vinci Growth CMO

The da Vinci Growth CMO profile



SpencerStuart

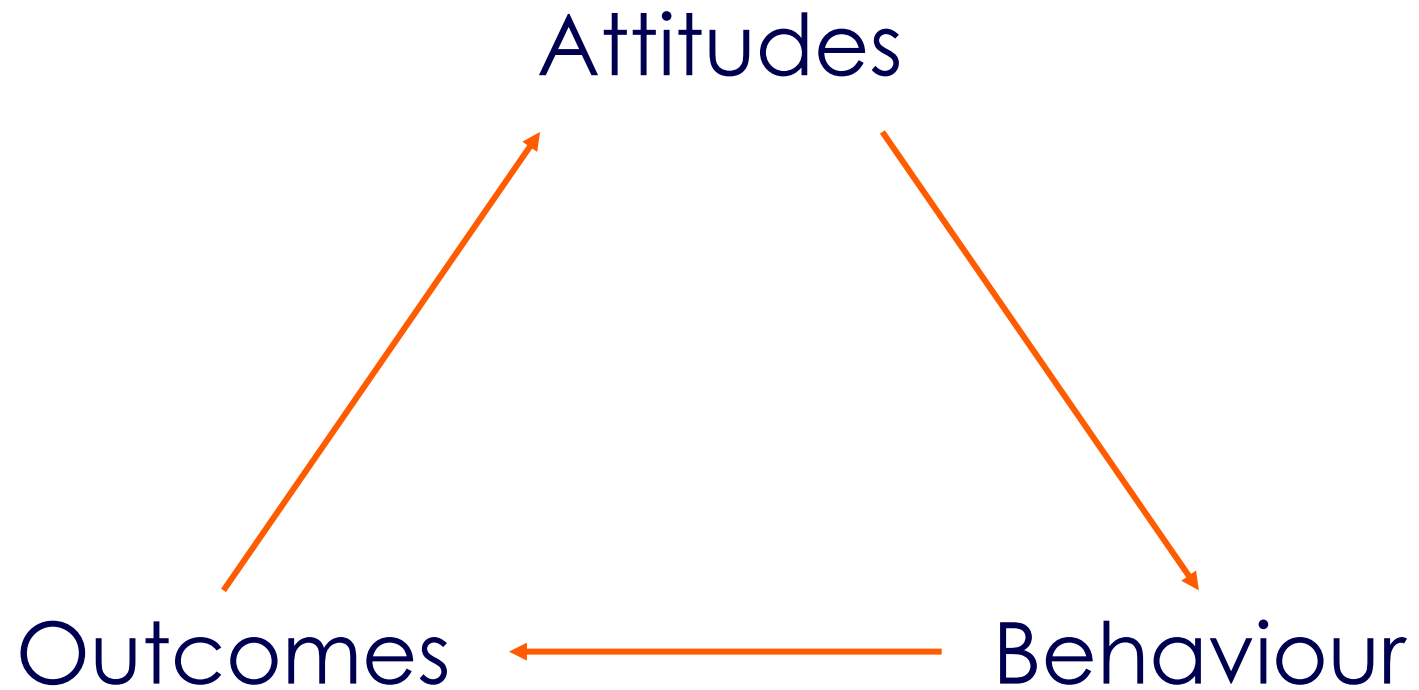


Attitudes





Why we're thinking about attitudes



Exercise

In pairs

Focus on your allocated Attitude

What does a CMO with this attitude:

1. Believe about the world around them?
2. Believe about themselves?
3. What behaviours do they display?



25 min

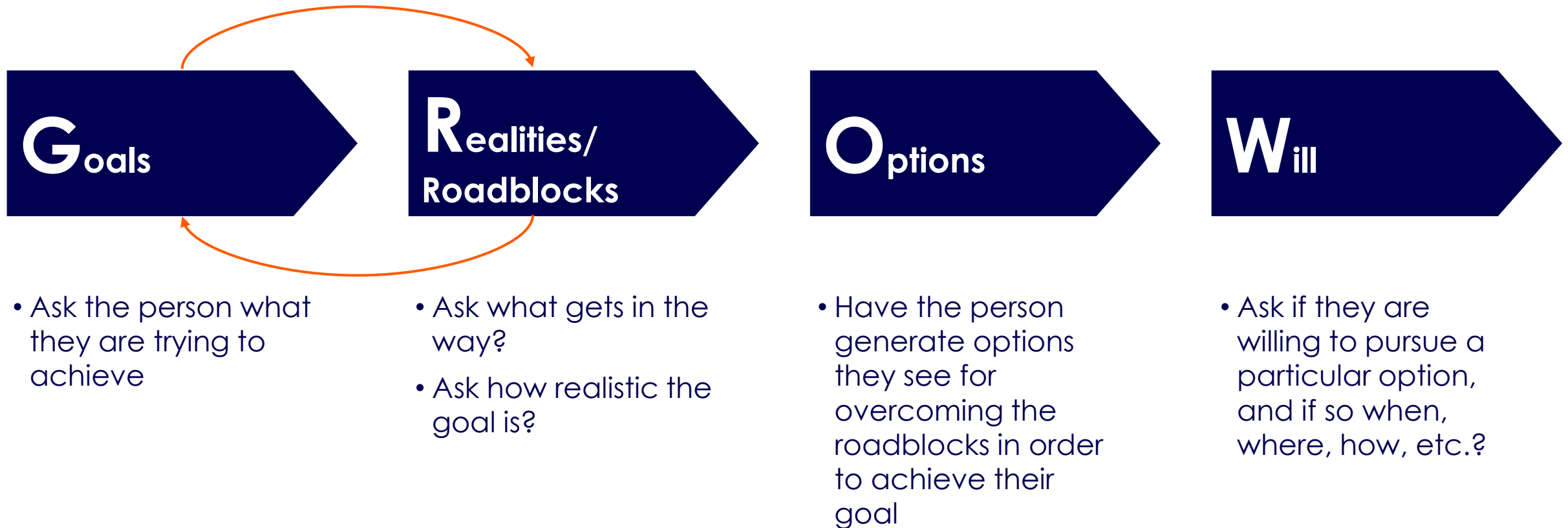
Exercise

Individually

Step 1. Draw your own performance on the spider diagram.

Step 2. With a different colour, draw what your key stakeholders require from you.

GROW – a model for coaching



Exercise

In new pairs

Take it in turns to coach each other through the shift that you want to make, using GROW

Reflection

**Session reflections &
next steps**



05 min

Next session

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Growth Ambition Feedback



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Dean Takahashi

@deantak

March 29, 2018 5:15 PM



Thank you!