

WELCOME!

Oxford Future
of Marketing
Initiative

Zoom Session 8: Organize – Build Capability

CONNECT
New York
14-16 Jan /
Oxford
28-30 Jan


Personal
Connect


The Business
Case for
Humanized
Growth


Drivers of
Humanized
Growth


Leadership Role
of Marketing


Unleash: The da
Vinci Growth
Leader


Personal
Purpose


Impact
Planning

DEVELOP
Bi-weekly
Zoom
Feb – May


Ground –
Roots &
Heritage


Ground –
Stakeholders


Reimagine –
Utopian Market


Reimagine –
Aspirational
Role of Business


Focus –
Building Holistic
Strategy


Focus –
Driving
Transformation


Organize –
Foster
Interdependency


Organize –
Build Capability

14 May

LAUNCH
Cannes
13 – 16 Jun

— Prereads

To help prepare and inspire you, please enjoy these optional prereads.



AI-First Leadership: Embracing the Future of Work

(10 min read)

In the era of generative artificial intelligence (Gen AI), leaders across industries are realizing that the ability to harness this technology's power could provide meaningful competitive advantages. Organizations need more than just cutting-edge technology to do it—they need leadership that can reimagine how humans and AI collaborate. *Read more [here](#).*



The First 100 Days of a Marketing Capability Leader

(30 min read)

Based on the advice and learnings from over fifteen seasoned capability leaders and marketing capability consultancy Oxford, this playbook is intended to provide a practical tool for new capability leaders. It outlines the activities to prioritise during the first 100 days (or more realistically, the first year in role) along with a few watchouts and words of advice. *Read more [here](#).*



What is a Learning Organization?

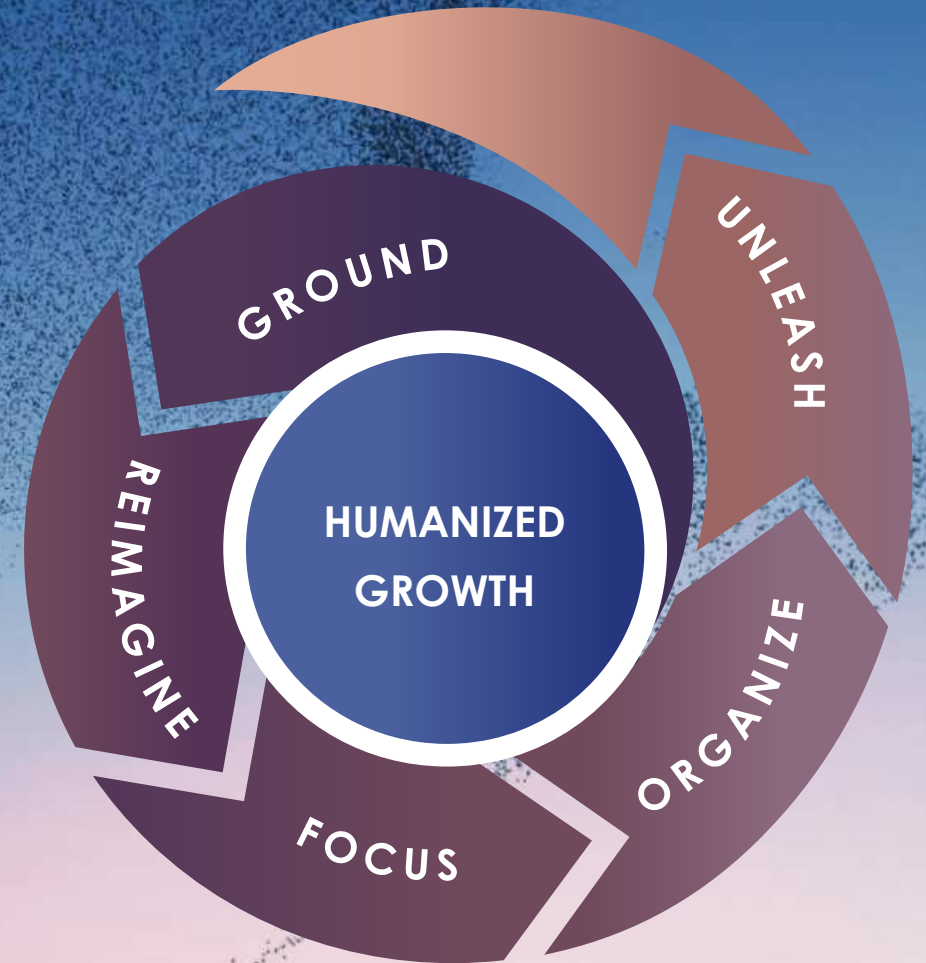
(10 min read)

In today's fast-changing world, organizations need to adapt quickly to stay successful. Many businesses struggle with innovation, problem-solving, and keeping up with new technologies. However, one concept has provided a pathway for continuous

Agenda

- 05** Intro
- 10** IRG Learning
- 30** Google & McDonalds Learning
- 30** Breakout – Coach
- 10** Debrief & Close

Drivers of Humanized Growth

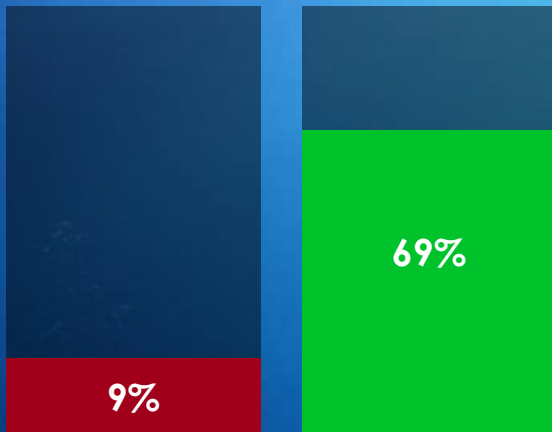


Organize

Building Capability



Driving Systemic Change



Systemic change to drive stakeholder value

Our Colleagues



Colleagues



Customers



Community



Capital Markets

Reskilling Revolution



IMPACT FUTURE OF WORK

Reskilling Revolution: Preparing 1 billion people for tomorrow's economy





“Innovation, change & entrepreneurship”

Index

underperformers 93

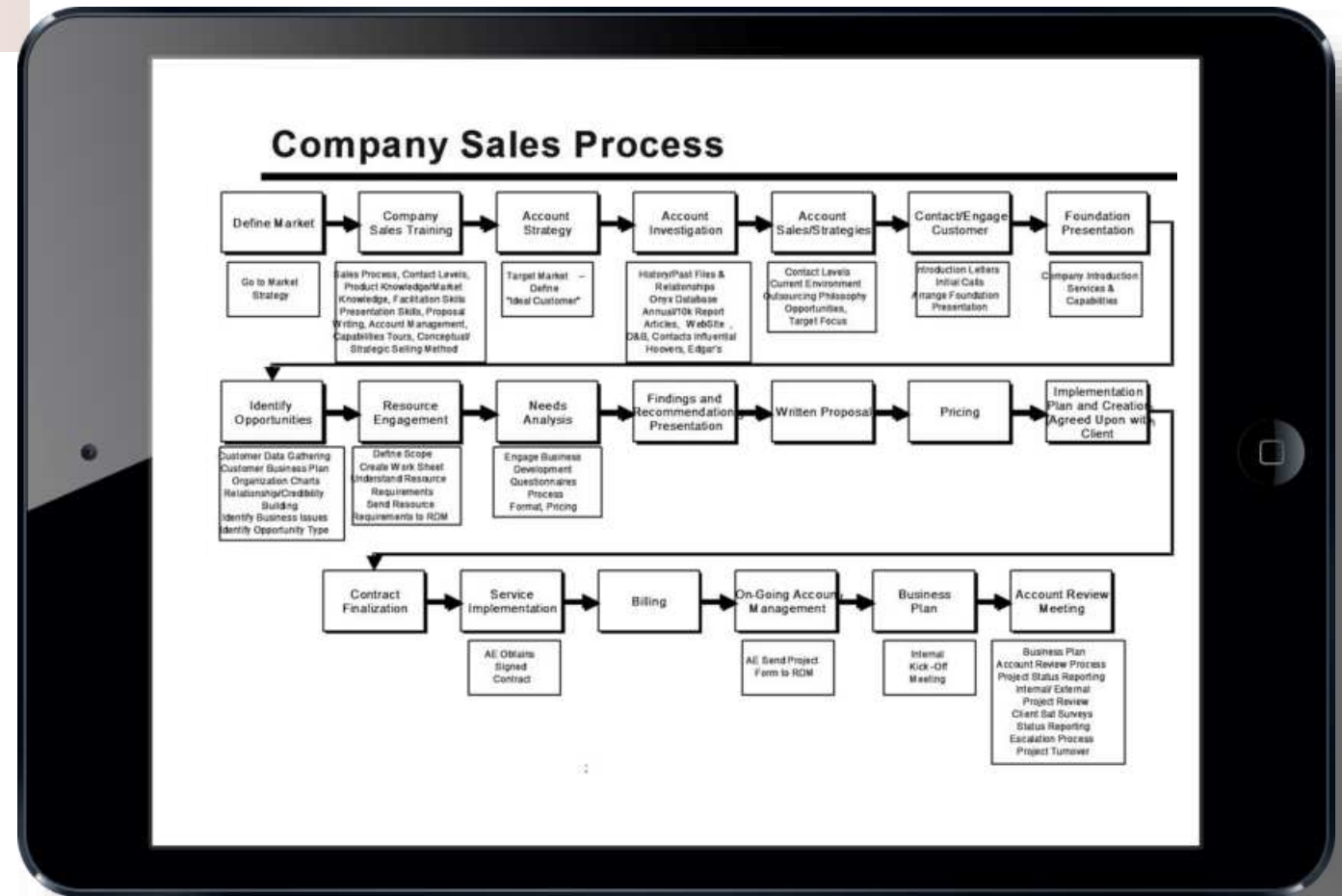
overperformers 129

“Procedures, structure & quality”

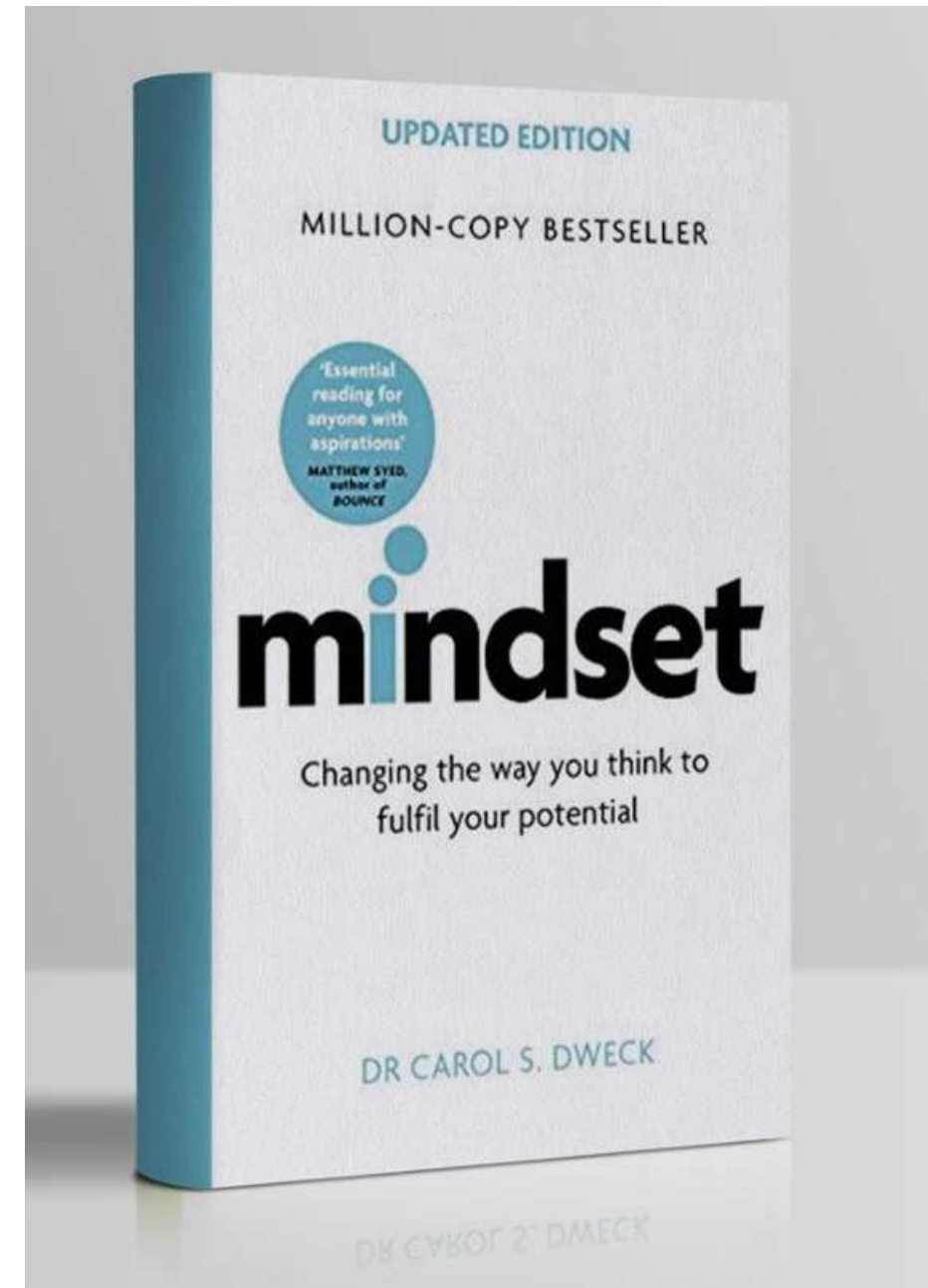
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underperformers **133**

overperformers **83**



Growth Mindset

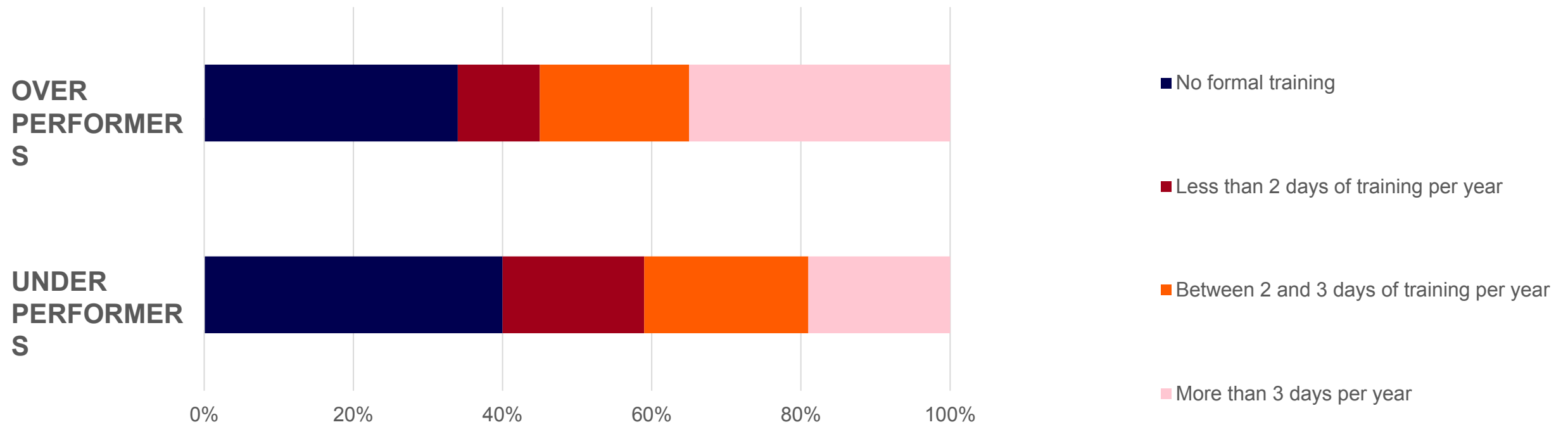


Encourage Learning



Overperformers Train More

Days of Training on Annual Base

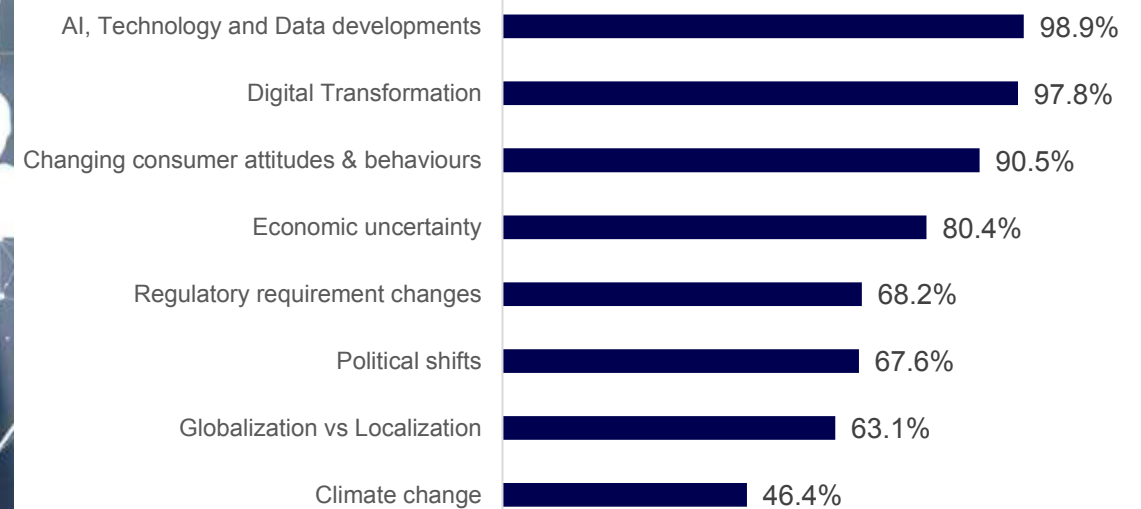


The question: What to train on?

AI is top of mind

HGAI Preliminary Quant Results

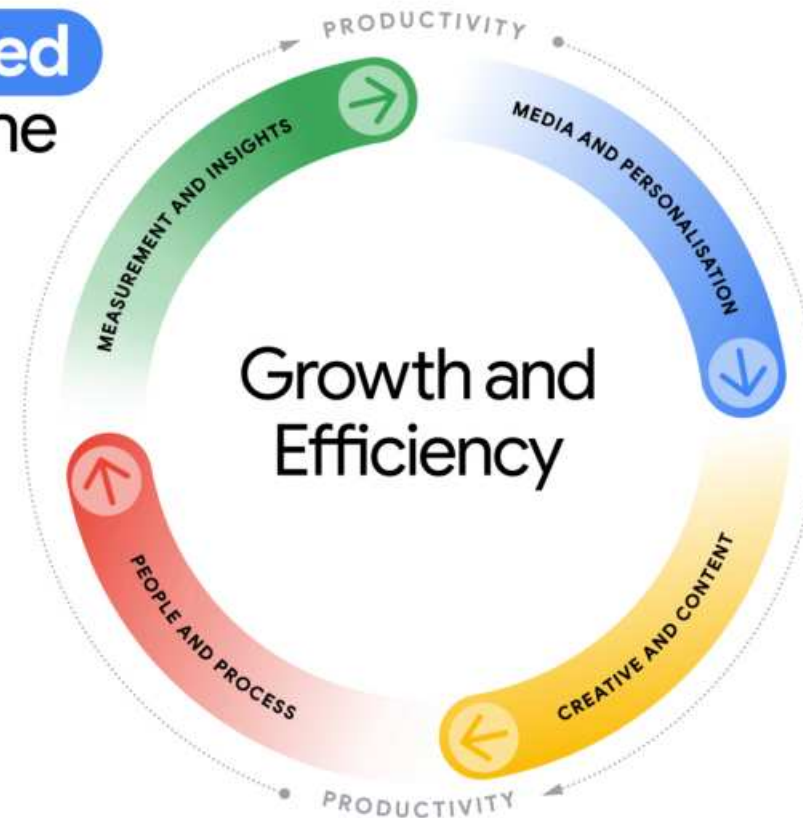
To what degree do you believe Marketing will be impacted by...



AI Path to Marketing Excellence



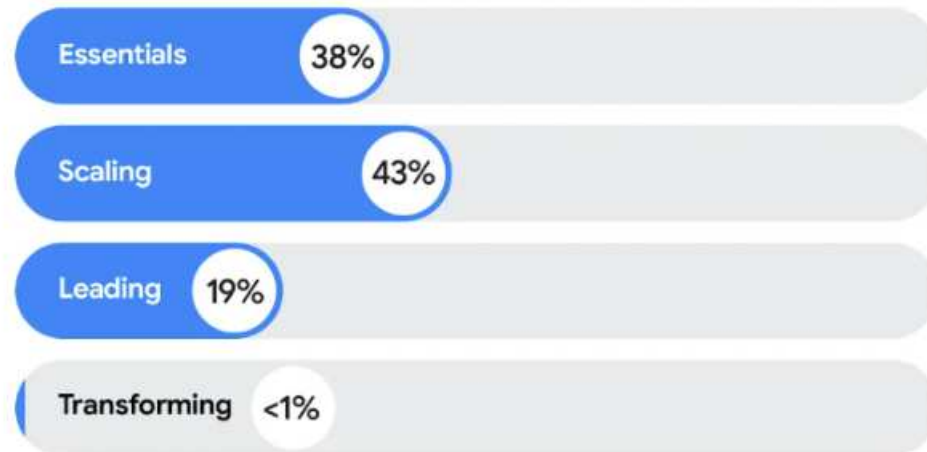
The **AI-powered** Marketing Engine



Early stage of adoption



The stages of AI progress for marketers

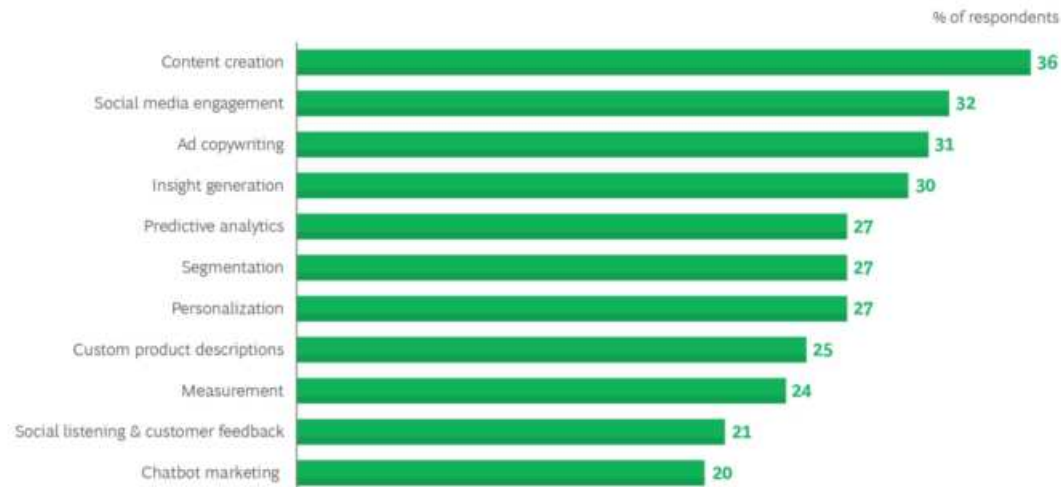


Source: Google/BCG, Path to AI Excellence, Global, N=2,135, marketing AI decision-makers/influencers at small to large companies, Sept. 2024.

Today, focus on efficiency

Exhibit 3 - The Highest-Priority Use Cases for CMOs, Based on Budget Investment

Q: With regard to specific use cases, which of these areas below will be your top priority of budget investment?



Source: BCG CMO Survey on GenAI, 2024 (n = 200).

BCG

How CMOs Are Shaping Their GenAI Future

JUNE 12, 2024

By Mark Abraham, David Edelman, and Lauren Wiener

READING TIME: 8 MIN

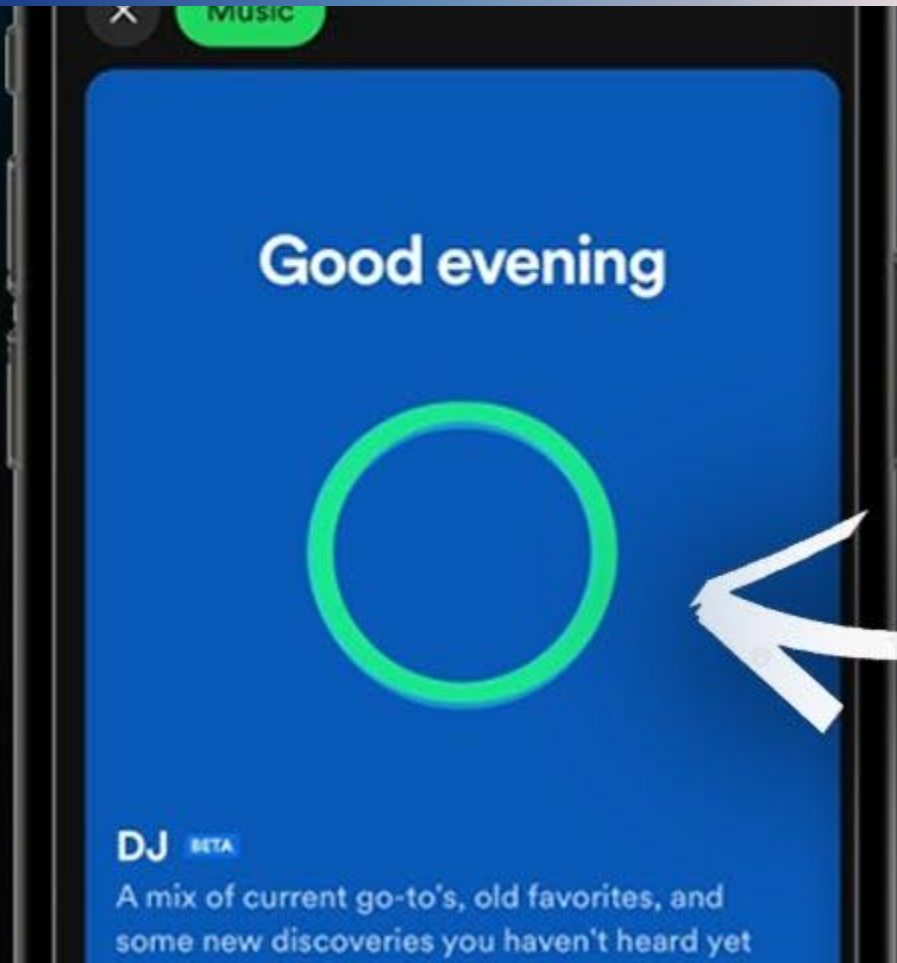
CMOs are navigating a tough environment, balancing demands to achieve short-term improvements in marketing efficiency and effectiveness with long-term investments in [digital transformations](#), tech stack upgrades, and AI adoption. Boards, CEOs, and CFOs are scrutinizing marketing's overall contribution to performance and whether recent technology investments are paying off.

In the face of this pressure, many CMOs view [GenAI](#) as a tool to improve efficiencies and unlock growth. A majority of the respondents in our April 2024 survey of over 200 CMOs in 7 countries,

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Leveraging AI to amplify a competitive advantage



Early on
capability building



Spotify
MACHINE LEARNING DAY
MONDAY, JULY THE 9TH
STOCKHOLM, SWEDEN

AI is reshaping capability strategies

NEWS

Shopify CEO says no new hires without proof AI can't do the job



/ 'Before asking for more Headcount and resources, teams must demonstrate why they cannot get what they want done using AI.'

Apr 8, 2025, 12:06 AM GMT+2

The rise of the Hybrid Workforce

Forbes

Sign In



LEADERSHIP > LEADERSHIP STRATEGIES

The Rise Of The Hybrid Workforce: Humans And AI Working Together

By [Jeanne Meister](#), Contributor. ⓘ Jeanne Meister writes about trends...



[Follow Author](#)

Feb 15, 2025, 09:41am EST



The Rise Of The Hybrid Workforce
GETTY

We are moving from the hybrid workplace, with the flexibility to work where and when you want, to the hybrid workforce, where humans and AI agents work together. For knowledge workers, the rise of the hybrid workforce addresses a key workplace concern: the increasing amount of time spent on repetitive tasks during their workday. Asana reports 54% of knowledge workers' time is spent on busy work—repetitive administrative tasks that AI

Need for help

HGAI
Preliminary Quant Results

82%

Top 3 box

I need more support
to understand and
adopt AI

93%

Top 3 Box

Our teams will need more
support to understand and
adopt AI

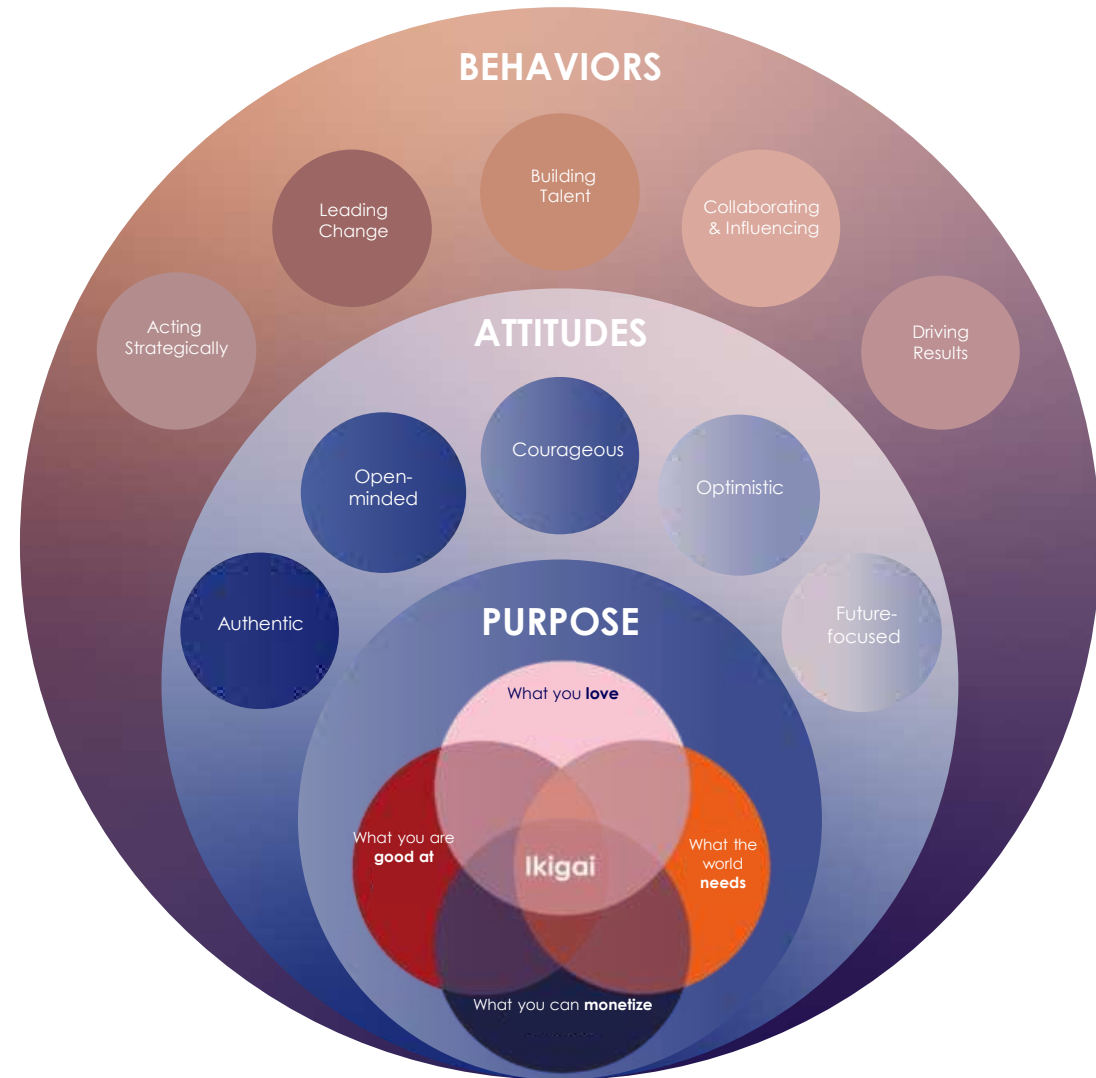
The Dilemma: Outsource or Insource?



P&G: Co-developing pilots



CMO Leading by Example



SpencerStuart

THE B TEAM ▶

Lead by Example





**Lead by
Example**



Alannah Sheerin

Senior Director

Former Managing Director &
Partner at The Boston Consulting
Group (BCG)





Tariq Hassan

US CMO



Breakout: Building Capability

Where are you with AI capabilities
for yourself and **your team** now?

What is working, what isn't working?

What's next?

Our Final Zoom – Impact Planning

CONNECT

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14 May



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28 May

LAUNCH

Cannes
13 – 16 Jun

Last chance to spar with
your peers!



Amanda Klemm

Vice President,
Global Toothbrushes



Resources



IRG100
Hidden workspace

Discussions

Library

Members (148)

Topic

All

Search Library

53 items

sort by Created





Institute for Real Growth

Impact Plan EMPTY TEMPLATE

10+ mins

0

From IRG100



Institute for Real Growth

Video Briefing

10+ mins

0

From IRG100



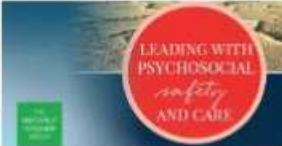
Institute for Real Growth

Video Examples

10+ mins

0

From IRG100



LEADING WITH PSYCHOSOCIAL SAFETY AND CARE

Leading with Psychosocial Safety and care

10+ mins



The Permissionless Corporation

The Permissionless Corporation

10+ mins



Shattering the Status Quo: a conversation with Haier's CEO

Shattering the Status Quo: a conversation with Haier's CEO

10+ mins



Institute for Real Growth

Impact Plan Guidance

5-10 mins