



ELEVATE YOUR ORGANIZATION

Endeavor

Do These Sound Familiar?

- I've inherited this team...what do I have to work with?
- How can I get over this _____ craziness?
- I just know we can do better
- How do we say no?



STAY FOCUSED ON

GREAT

MARKETING





and let us tackle
the **boring** part.

It's Smart

Executives in Residence

Our team of **thought leaders**, highly experienced **experts** in their fields of knowledge and industries who have:

- **Been in your shoes** at major healthcare systems
- **Understands complex organizations** going through bold transformations
- Represent **cross-industry expertise** developing new insights from **energy**, **automotive**, **online gaming**, and **entertainment** to name a few.



It's quick...

Rapid Development Events

Strategic, intentional, facilitated working meetings with our consultants and Executives in Residence who have direct experience in designing, operationalizing, and promoting women and family programs





We'll create a vision of the ideal future state for your organization.



We'll build the roadmap that gets you there.



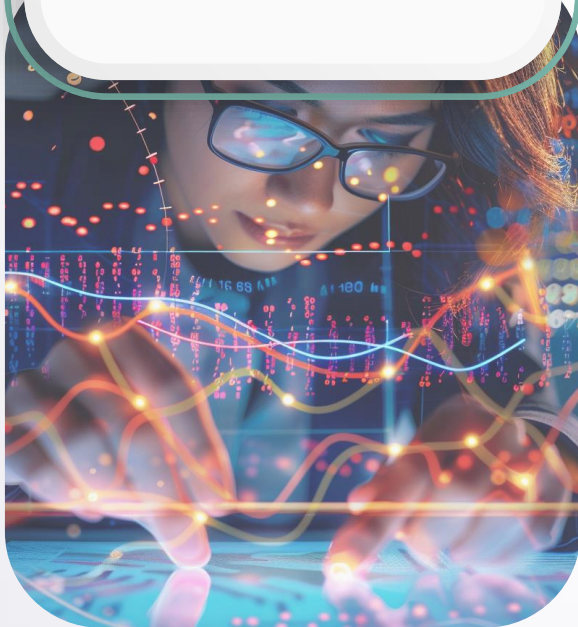
We'll get the executives to support it.



The Process

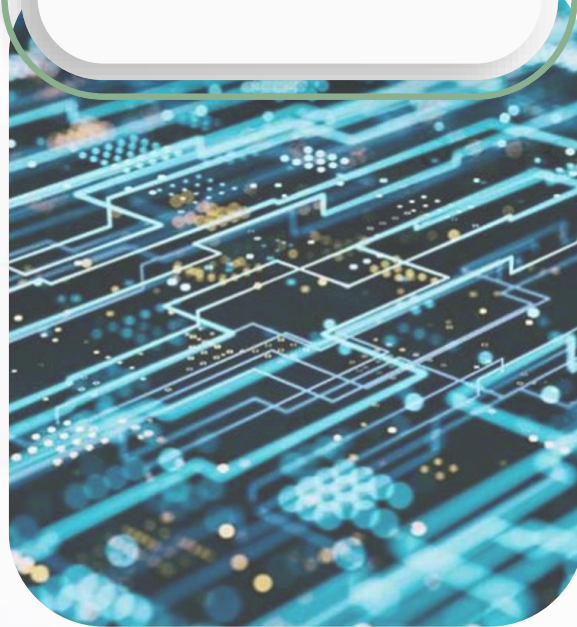
1. Assess Maturity

Rigorous X-dimension assessment aligned around your purpose



2. Design the Roadmap

Strategic multi-phase approach and resourcing plan



3. Drive the Change

Detailed tactical implementation plan; performance coaching



What You Get



Been in your shoes; done this.



Have plan, will travel.



Advocate in the board room.



Improved efficiency,
improved time to market.



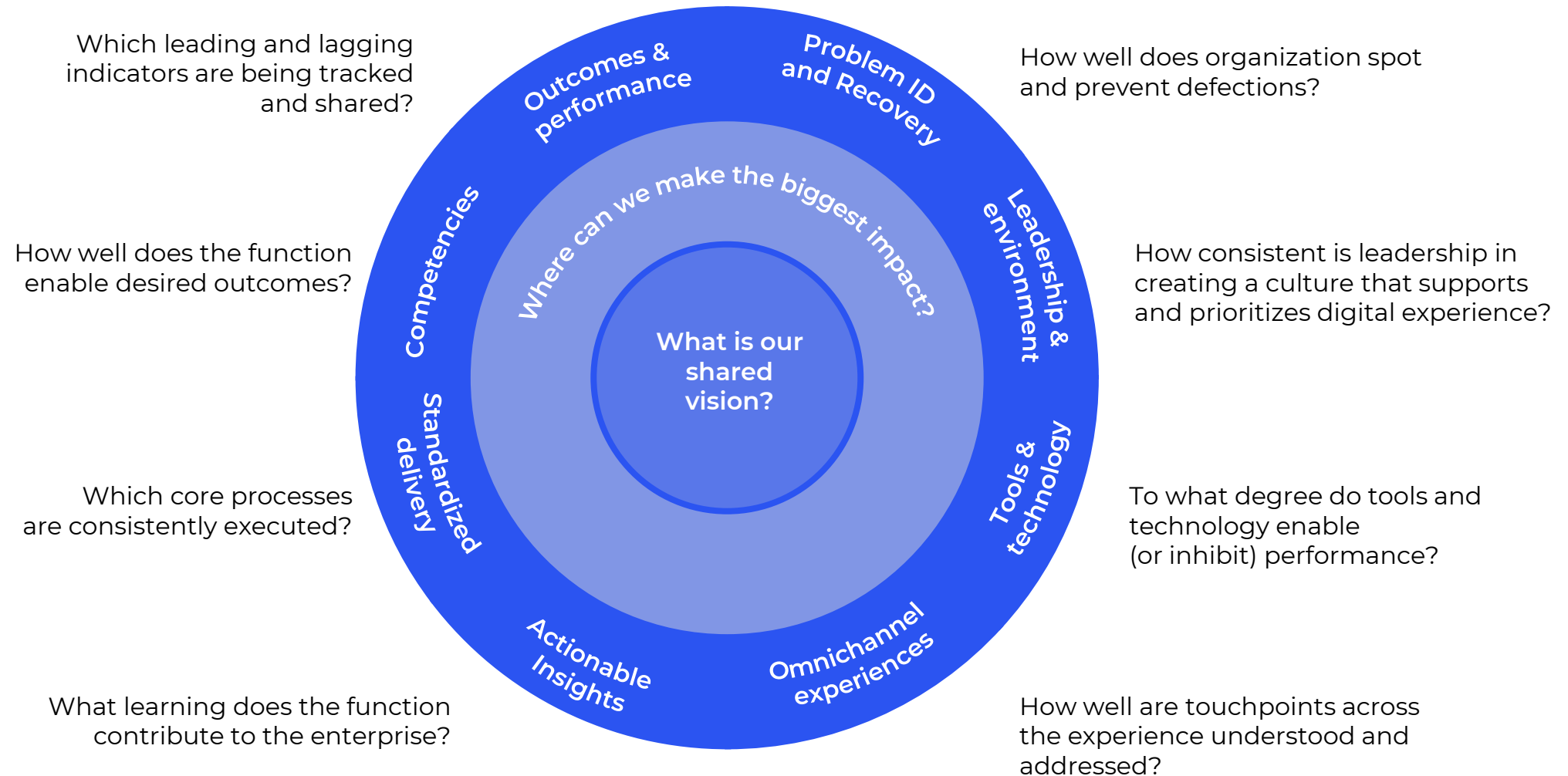
Some of our tools
that will take you
to new heights

Maturity Dimensions

Mature

Emerging Maturity

Immature



Maturity Benchmarking

TACTICALLY
DRIVEN

DRIVES
ENTERPRISE
STRATEGY

PROMOTIONAL POWERHOUSE

- Resonant messages
- Clear plans (not programs)
- Efficient processes
- High responsiveness

“All Hands on Deck”

Marketing consists of ad-hoc activities.
Marketing KPIs unclear.
Emphasis on getting it done.

VALUED ROLE PLAYER

- Strategic marketing programs
- High performing teams
- Business KPIs tracked/reported
- Budgeting discipline

“Marketing is at the Table”

Marketing is hyper responsive.
Unique capabilities execute essential work.
Emphasis on getting it right.

STRATEGIC PARTNER

- Seamless consumer journey
- High impact tactics
- Function/individuals respected
- Strong internal connections

“Marketing is Revenue Generation”

Marketing influences enterprise decisions.
Strategy evolves to meet audiences where
they are.
Emphasis on business impact.

Mature

Progressing

Needs Attention

Purpose Placemat

ORGANIZATIONAL PURPOSE:

Define the organization and its reason for being – what could the enterprise NOT do without you? Get creative!

WHAT WE DO

- What is the organization counting on your team to do?
- What are the business outcomes that your team strives to achieve?
- What core capabilities will your organization include?

WHY WE DO IT

- What's your connection to the corporate strategy?
- What motivates your team?
- What does the ideal new team member look like?

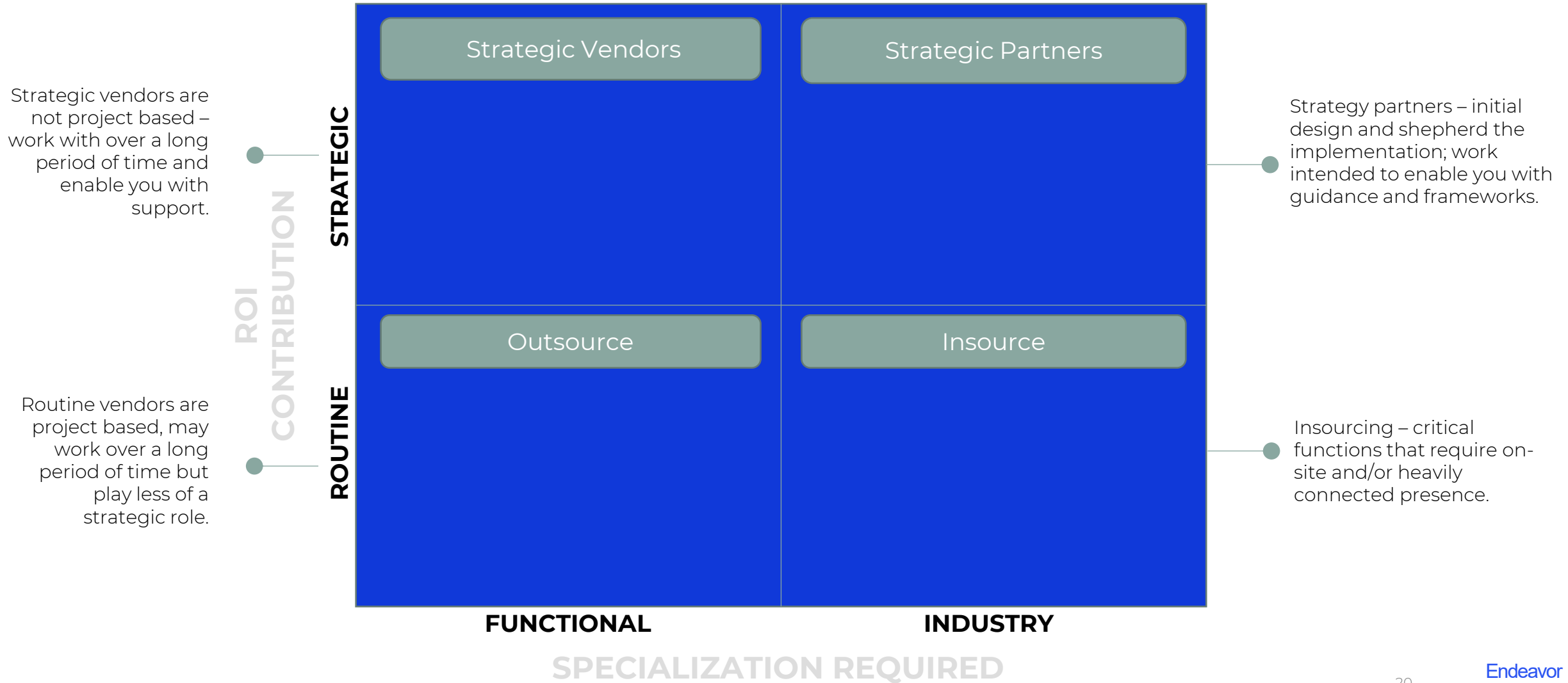
HOW WE DO IT

- What core processes do you use to make your work efficient?
- What strategies, policies and practices govern your work?
- What are the critical elements of the experience you deliver to internal customers?

WHAT WE CELEBRATE

- What key measures will you track and promote?
- How do you link key milestones to significant achievements?
- How aligned are incentive systems to these outcomes?

Ecosystem Matrix



Governance Structure

	Function	People	Remit
THE WHY	Aligning business objectives with strategic goals	Marketing Leader VP Marketing, CMO and/or CGO (choose one)	<ul style="list-style-type: none"> - Developing the strategy - Creating a sustainable roadmap - Monitoring program progress
THE WHO & THE HOW MUCH	Ensuring alignment and inclusiveness of internal stakeholders and user needs; secure funding approval	Executive Sponsor(s) CEO, COO, and/or CFO (choose one)	<ul style="list-style-type: none"> - Communicating and ensuring alignment with enterprise initiatives - Eliciting executive-level support - Obtaining funding - Advocating for change
THE GUIDANCE	Setting priorities, allocating cross-team resources and resolving conflicts	Steering Committee Experience Management, Operations, Digital / IT	<ul style="list-style-type: none"> - Supporting consumer insights and experience alignment - Insights and alignment with priorities
THE ACCOUNTABILITY	Establishing responsibility for meeting objectives	Program Management Project Management, Marketing Management, Product/Service Line Managers	<ul style="list-style-type: none"> - Reviewing portfolio of activities for bottlenecks - Developing agile workplans - Communicating progress against KPIs
THE MOMENTUM	Design, development and delivery of experiences	Implementation Data & Analytics, Market Research, Developers, Content Creators Process Improvement teams Trainers	<ul style="list-style-type: none"> - Designing and developing experiences - Testing optimization - Alignment with overall roadmap
THE FACE OF CHANGE	Illuminating visible changes and successes	Champions Change Communicators Enrolled Ambassadors for the change	<ul style="list-style-type: none"> - Being the model for change - Providing informal feedback - Carrying the change message

Example

Roadmap

Your roadmap through levels of maturity toward the desired future state

Imperative	Level One	Level Two	Desired Future State
Comprehensive Marketing Strategy	A multi-year roadmap is built by engaging the team to define their shared vision for the future. This roadmap includes digital, and customers.	There is alignment among internal stakeholders on marketing's strategic plan (such as through a facilitated workshop) and clarity around unique differentiators. Activities are aligned with growth priorities (including choosing what we will not resource). Dot are connected between marketing and operations.	Marketing is seen as a trusted business partner. This includes an agenda to drive growth like new products, experience mapping, overcoming choice barriers, and activating a differentiating brand strategy with customer experience.
Strategic Internal Alignment	Leadership achieve strategic alignment on the marketing strategy, shared vision, and goals. Outcomes are realistic and achievable, considering resources and budget.	Marketing is visible and proactively engages in the strategic and annual planning process. Teams are aligned on a multi-channel, consumer-centric vision.	The marketing team leads the organization to identify growth and strategic opportunities. Marketing's strategy seamlessly aligns with the organization's broader goals and enables informed decision-making.
Optimized Resources	An audit identifies resources and critical gaps (such as digital). The team prioritizes what's done in-house vs. vendors and compares the current budget against priorities and needs. A recommended budget and resource plan is created to balance the workload.	Benchmarks are established with finance and leadership to trigger investments in appropriate marketing resources to drive business through targeted brand response. Marketing focuses resources by prioritized targeting (such as high-volume physician referral splitters)..	Digital content is monetized to drive value, including revenue generation. Initiatives are data-driven and synchronized with systemic goals. The marketing team uses "train up" and coaching for individual service lines to provide tools and resources so they can participate in marketing activities and content creation specific to their clinical area.
Etc...			

Example



BRAND

YOUR
TRANSFORMATION
**Impacts the
Bottom Line**

Create a compelling case for change that **aligns** and **strengthens** the organization's **Brand, Operations,** and **Culture.**

Endeavor

Thank You!

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