

Today's Marketers Need to be DIVERSE

Leader Track: Discover why a strategic plan—whether simple or complex—is the key to helping your firm achieve its overall strategic goals and how to engage your firm's marketing professionals as the plan's strongest allies.

presented by
Mindy Hinsley, CPSM



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Today's Marketers Need to be DIVERSE



“The thrill of victory, the agony of defeat.”

Jim McKay
ABC's Wide World of Sports



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Session Highlights & Takeaways

- **How the absence of a strategic plan directly impacts your firm's bottom line, employees and marketing**
- **How firm's can prepare a simple, one-page strategic plan for building business for their firm**
- **Why marketing professionals are your firm's biggest competitive advantage and your best ally for driving business**
- **How extracting key elements from your firm's strategic plan and aligning them with marketing can dramatically improve communication and ROI**



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Strategic Planning – Why We Don't Plan

money

time consuming

afraid

difficult

leadership traps



“What if we don't change at all ...
and something magical just happens?”



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The Agony of Defeat

- Impacts on employees
- Impacts on the firm
- Impacts on your marketing staff

“Tyranny of the Urgent”
- Stephen Covey
7 Habits of Highly Effective People



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Why Plan?

- **It forces us to think about the future**
- **Firms with long-term plans outperform firms without it**
- **Strategic plans communicate the intentions of management**
- **It establishes the firm's culture**
- **It provides a foundation for firm's to make decisions**
- **It can help troubled firms get back on track**



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Strategic Planning –Simple

- **Key Components**
 - ✓ **Mission**
 - ✓ **Current situational analysis**
 - ✓ **Goals**
 - ✓ **Tactics**
 - ✓ **Timetable**
- **It is not necessary to define success for each objective in terms of a huge home run for the business**
- **Establish a pattern for success:**
 - ✓ **Set objectives**
 - ✓ **Take action**
 - ✓ **Check results**
 - ✓ **Modify your approach**



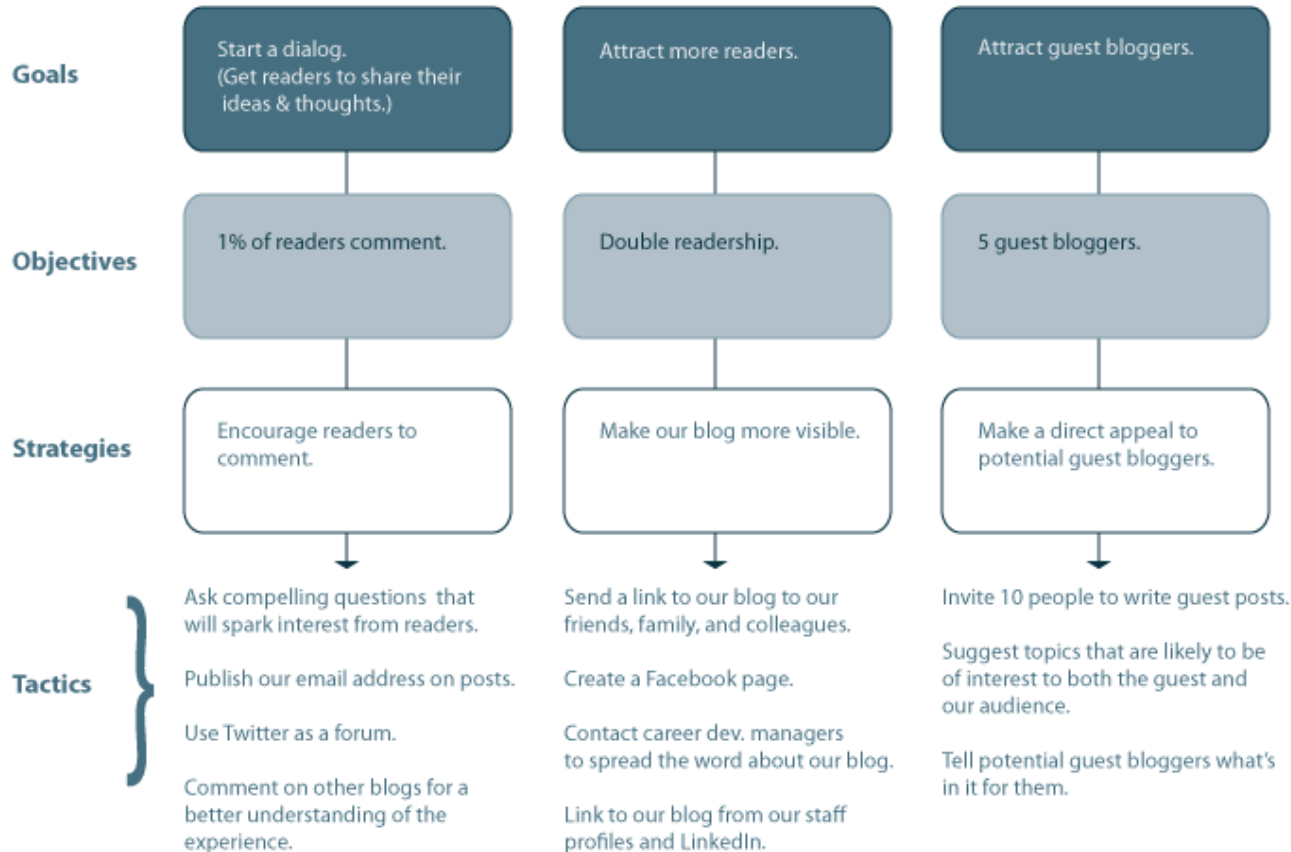
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One-Page Strategic Plans

Our Marketing Strategic Plan

By March 30, 2011, we plan to :



Collaboration is Key

What if leadership and marketing worked together in true collaboration?



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The really cool thing about marketing people...

- They tend to be the most dedicated, loyal, do-whatever-it-takes employee in the firm
- They love what they do and they want to win and win often
- They tend to be the face of your company and are often the first and regular contact with your client
- They have the biggest and most engaging network in the universe
- They are big picture people
- They have their finger on the pulse of the industry; new trends



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... and why leaders need them at the table

- They are your **biggest competitive advantage**
- They are **loyal to the firm, its mission and its brand**
- They **do not live in silos**
- They are **always seeking the firms competitive advantage**
- They **tend to have the best communication skills in the firm**
- They are **processed oriented and extremely disciplined**
- They **hold and maintain the firm's history**



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Aligning Strategy with Marketing & Leadership

marketing

leadership

Client Interaction

Contract/PM POC

Competitive Intelligence Gatherer

Competitive Intelligence User

Big Picture View

Silo

Sole Purpose is Marketing

Runs Company

Excellent Communication Skills

Needs to Communicate on a Regular Basis

Implements and Drives Initiatives
Towards Firm Vision

Sets Vision

Perpetual Student of the Industry
as a Whole

May only be Exposed to or See the
Firm's Main Practice Areas

strategy

Effective & Consistent Communication is Critical

- **Employees crave information—engage them in the implementation of strategic goals**
- **Draw a connection between their daily activities and strategic goals**
- **Give them the skills they need to sell the firm**
- **Marketing as communicator, brand ambassador, educator and driver**



“What if, and I know this sounds kooky, we communicated with the employees.”



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The Thrill of Victory!

People desire to rally around a cause—give them one.



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The Agony of Defeat!

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"We're still not sure what happened here, but I think we can all agree that we're glad it's over."



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Lessons Learned

- **Eliminate the “Tyranny of the Urgent”**
- **Marketers need to know they are working in the direction that the firm and its leaders want to go—it’s what drives them**
- **Allocate the proper resources for marketing to do the job well**
- **The more closely you tie marketing initiatives to the firm’s strategic goals, the more success you will see**



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