



marketingforCEOs | mfceos.com

**Helping marketing
professionals build their
strategic thinking and
leadership skills**

Practical, applicable, results driven

Marketing for CEOs is a certified professional development program for ambitious marketing professionals who want to improve their strategic and leadership skills.

Our recent research shows us that CMOs need help with these day to day challenges.

1. The need to be always demonstrating the value of marketing
2. Lack of strategic thinking; trying to keep away from tactics
3. Lack of customer knowledge and understanding
4. Creating growth on reduced budgets in the current climate
5. Managing internal stakeholders

4000 SMBs globally have started their strategic marketing business improvement by getting their Marketing for CEOs score.

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Who is it for?

In-house marketing professionals who want to:



Elevate their strategic marketing skills and build on their own capabilities through data and benchmarking tools.



Use proven tools to build knowledge and skills that are the foundations of their professional development.



Change the conversation in their businesses from ad hoc tactics to a sustainable strategy that has cut-through with their colleagues.



Marketing for CEOs Certification and Peer Group Program

What do you get?

The Marketing for CEOs Certification and Peer Group Program is a unique opportunity to grow your strategic marketing skills through a facilitated peer group program. Over a period of 90 days, you'll join your peers attending live structured learning sessions.

The Marketing for CEOs Certification program helps your in-house marketing professionals elevate the marketing conversation in your business to be led by strategy, not tactics. It's based on practical examples of case studies that are applicable to all SMBs.

The program starts with your business getting its marketing scores. Over 4,000 business leaders globally have received their Marketing for CEOs score and gone on to build improvement programs for revenue growth.



Feedback tells us that this simple tool and its programs take a complex business function and distil it into bite sized pieces that deliver business growth.



Fortnightly online facilitated peer group sessions that cover the core tools of the Marketing for CEOs



Fortnightly live applied learning sessions



In perpetuity access to the Marketing for CEOs benchmark, tools and templates



Access to a peer group of in-house marketing professionals like you



Certification and assessments that deliver to your professional development requirements.



About us

At Marketing for CEOs, we have developed a unique framework called the Marketing for CEOs. It's a structured framework that helps SMBs build their strategic marketing capability.

We believe that for too long, SMBs have been let down by a tactical approach to marketing. Most SMBs operate without a market strategy and are continually wasting money on ad hoc tactics.

Our vision is for the Marketing for CEOs to become the global language of marketing, using a data-driven tool that drives performance, creating transparency and accountability to make marketing investment work harder.

What we do

Marketing for CEOs has developed unique IP built around the Marketing for CEOs methodology, a platform backed by data, designed for developing robust marketing strategy for a business of any size, operating in any industry and in any region.

We choose to focus on the SMB market, where business owners don't have access to a marketing strategist in-house and where piecemeal strategy delivered by marketing agencies is letting them down.



What businesses say about the Marketing for CEOs

“ I highly recommend the Marketing for CEOs concept. Working with this framework has given me, personally, a greater understanding of how the marketing function fits in the overall business strategy. It has assisted our company in realising the importance of aligning the marketing function more closely with the overall business strategy.”

“ I fell in love with Marketing for CEOs because it’s so real and really relates to actual businesses, and it enabled us to see clearly where we needed help. The process has really opened our eyes to how a marketing strategy helps a business get its products to the right market.”

“ I think the method and the process of Marketing for CEOs is fantastic – they give a clear structure that really focuses you on the gaps in your business; it was a real eye opener.”

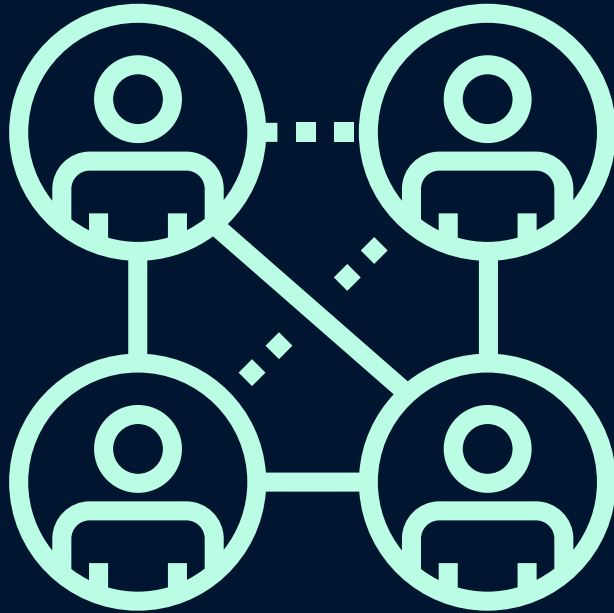
“ I found the IP – Marketing for CEOs – invaluable. It provided a great structure that really helped identify key areas of focus. It enabled me to look at the big picture: to plan improvements, set distinct and realistic sales objectives and set out our marketing progression for the next five years.”

Facilitator: Debbie Richardson

A regular international speaker, facilitator and advisor to CEOs and business leaders, Debbie developed the unique Marketing for CEOs methodology to support strategic business growth. Replacing tactical responses with business-aligned strategy, the Marketing for CEOs methodology has been used by more than 4000 businesses worldwide.

Debbie's experience with mid-tier businesses has built on her extensive involvement in corporate business in the UK with major global media group News Corporation. She has worked with The Times, The Sunday Times, The Sun and The News of the World and with global recruitment business Robert Half International.





Your peer group

Learning together

The best way to learn is with your peers. You'll be allocated to a peer group of like-minded colleagues – in-house marketing professionals who want to develop and fine-tune their strategic marketing skills.

Research on peer group learning shows that participants develop a greater depth of understanding of the concepts and materials in-hand. Working through content together expands perspectives and fosters meaningful connections.

Marketing for CEOs provides a global language of marketing – it simplifies a complex business function and creates a common language for conversations in your peer group. Just as importantly, you need to be able to take those conversations back into your business – the program shows you how to change the discourse of marketing in your organisation.



What you'll learn

Our recent research told us that these are the top 5 challenges that CMOs face:

1. The need to be always demonstrating the value of marketing
2. Lack of strategic thinking; trying to keep away from tactics
3. Lack of customer knowledge and understanding
4. Creating growth on reduced budgets in the current climate
5. Managing internal stakeholders.

As well as dealing with practical everyday marketing issues we will also be looking at how we can support you to handle these day-to-day challenges.

You start with getting your business scores – you'll take our online benchmark and during our time together you'll be using those scores to improve your own skills and help your business grow.

You'll be looking at how to improve your scores by understanding what best practice is in each of these nine areas. This is what you'll be looking at:

- 1 Position**
What makes you different to your competitors?
- 2 Capability**
Does your business have a functional marketing resource?
- 3 Channel**
Do you know which channels give you access to your clients?
- 4 Buyer's journey**
What makes them buy from you?
- 5 Communication**
Does your business have a consistent language?
- 6 Starting conversations**
How does your business measure sales performance?
- 7 Products/services**
What are you selling?
- 8 Client management**
Do you know who your clients are?
- 9 Client service**
Are your client service levels aligned?



Certification program

Kick off your 2021 with a commitment to your professional development.

Dates	STARTING DATE: 29 April 2021
Live sessions	Fortnightly 90-minute live sessions starting Thursday 29 April 2021 – six sessions in total.
Applied learning sessions	Fortnightly applied learning sessions, scheduled for 30 minutes, where you can ask questions and test your ideas – six sessions in total.
Your peer group	You'll be in a group of 10-12 like-minded in-house marketing professionals, where you can learn together and share ideas.
Price	\$1,485 + GST



Contact



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