

What should you consider when choosing a partner to support your marketing capability efforts?

	Success factor	Questions to ask a potential supplier
<input type="checkbox"/>	Practical marketing expertise	<ul style="list-style-type: none"> Who on the planned project team has on-the-ground marketing experience? In the life sciences? What size of a P&L did they manage and how many marketers did they lead? What portion of your total business is in marketing capability building? Who on the planned project team has led marketing capability-building efforts within a company?
<input type="checkbox"/>	Strategic approach to digital	<ul style="list-style-type: none"> How do you see digital relative to classic marketing? How do you ensure digital tactics and tools are based on a strong, customer-oriented foundation? What do you see are the key implications of AI on marketing work and marketing capabilities?
<input type="checkbox"/>	Progressive benchmarking	<ul style="list-style-type: none"> Where do you source your marketing best practices from? What industries or brands inspire you? What do you base your assessment of marketers and/or the marketing organization on? What methodology do you use to manage self-reporting bias and fatigue?
<input type="checkbox"/>	Creating change that lasts	<ul style="list-style-type: none"> How do you translate benchmarking results into “doable” action? What steps do you take to ensure marketing capabilities efforts stand the test of time? What change approaches, models, or practices have worked best and which ones should be avoided? How to do coach/prepare clients for success after you’ve exited the marketing capabilities project?
<input type="checkbox"/>	Measuring for impact	<ul style="list-style-type: none"> What kind of business results do clients typically see as a result of your marketing capability work? How do you approach evaluating the impact and return on marketing capability investment? What kinds of client projects do you turn away?