B2B LEADERS

FORUM 2014
KEY TAKEAWAYS



About this document

B2B Marketing's fourth annual B2B Marketing Leaders Forum was held at the Millbank Tower, London, on 24 September 2014. The event was designed exclusively for global client-side marketing leaders to address the key issues that are driving their agendas and provide a platform to hear best-in-class solutions from industry peers.

Over the next few pages, we've captured the top takeouts from the day.



The CMO 2.0

Amanda Jobbins, former CMO, Sage

How do marketers establish their leadership credentials in today's business environment?

- CMOs need to think commercially. So get out there and talk to people from across and outside your organisation. You can gain a deeper understanding of your colleagues up and down the chain - as well as customers - by going out and meeting them. This is commercial insight your leadership team doesn't have and it will bring you respect in the boardroom.
- Engagement is critical. CMOs must strive to understand their customers and organisations better than anybody in order to drive customer experience and move the business towards a collective vision.
- At the same time, build good relationships with other members of the senior management team to get cut-through when important decisions need to be made. Use your time strategically.
- Good content marketing is more about cutting than creating. Remember the three 'E's: edit, edit, edit... or start again.
- Marketers are storytellers and storytelling is the only way to connect your brand with people. So strive to create stories that make emotional connections with your target audience.



Great expectations: What today's CEOs expect of their marketers

Tom Stein, CEO, Stein IAS (Americas)

Revealing the findings of the agency's new research into what today's CMOs think of their marketers.

- Eighty-one per cent of CEOs say their expectations of marketing have increased in the last five years. However, marketing's expectations of itself have increased by 93 per cent in this period.
- Sixty-seven per cent of CEOs believe 'brand/product differentiation and positioning' has the greatest impact on success. But CMOs believe their brand needs sharper definition amid tough competition.
- Only 23 per cent of CEOs are 'extremely satisfied' with their marketing leadership today. Similarly only 24 per cent of CMOs believe their CEOs are 'extremely satisfied' with their marketing leadership.



How leaders evoke creativity, productivity and innovation

Nick Udall, CEO of NowHere, chair of the World Economic Forum's Global Agenda Council on New Models of Leadership, and author of *'Riding the Creative Rollercoaster'*

- How do you create a next generation model? Innovation is the key. 'Shape the future, not just follow it' – be sustainable and fast.

- Evolution of culture – it's no longer linear. CEOs are finding it difficult to stay abreast of the change.
  1. Collaboration is key
  2. Culture – harness the opportunists from within your teams and organisation
  3. Evolve into an expert culture – expertise is key, it differentiates us from competitors
  4. The innovative shape of culture – create dynamic and game-changing environments

- There is a state of behaviour identified as the 'fourth realm'. This is where individuals and teams operate at peak performance, which creates a different hum in the organisation. There are five qualities here:
  1. Power of insight
  2. Having the moment of breakthrough
  3. Flow states
  4. Collective intelligence
  5. Peak performance

- People confuse being busy with productivity. The marketing journey has changed.
- Too many organisations seek high performance, yet they become time poor. Peak performance is a different model; it seeks to become time rich. This is achieved by having recovery cycles and peak productivity cycles.
- Bring diversity together and create a common purpose.



Marketing versus IT: Worse than the marketing versus sales divide?

Andrew Buckley, group head and senior vice president, core products Europe, Mastercard

- IT remains a fundamental part of innovation and a key driver for businesses to evolve. By getting marketing and IT to work together organisations will end up with greater outcomes.

- There are some issues to resolve to achieve greater collaboration:
  - One-third of CIO's thought they understood the marketing objectives, with two-thirds simply having no understanding at all.
  - One-third of CMO's and marketing employees thought they understood the technology objectives, with the remaining two-thirds having no understanding.

- Both sides must consider 'boundary objects': identify how both areas of the business view the project or challenge and adopt a joint strategy in order to gain the benefits of multiple perspectives. A car's function will be viewed differently by engineers, drivers and designers.

What does leadership mean and how to make it happen?

- Being connected to make true collaborations work
- Having a clearly defined vision and making resources available
- Facilitating an efficiency between teams
- Facilitating trust
- Promoting marketing in all directions of the organisation
- Aspring to be a leader in a company and within the marketing department
- Storytelling and internal communication and storytelling.

"We can't assume everyone in the organisation knows what we do, we need to be able to answer questions".

"As a CMO, you have to have commercial fire in your belly and rise to the challenge of being a leader. Raise your game".

"Don't ask for permission to take the role of leader".

"There is a bigger place at the table to talk about customer experience and drive commercial".

About B2B Marketing's Leaders Programme

Informing and connecting marketers to maximise business performance.

B2B Marketing is the leading provider of information and content for marketers who market to businesses.

We help individual marketers, marketing teams and businesses cross all industry sectors move their marketing forward with our range of services.

B2B Leaders are now responsible for the success of their business, as well as for their brand and their team's development. The B2B Leaders programme ensures senior marketers are not left to face these problems alone by connecting them with peers to share expertise and delivering focused premium content and research allowing them to develop best practice solutions that can be taken back to the office.

The programme provides leaders with a range of services to help maximise their individual, teams' and business' performance:

Individual:
- Annual Leaders Forum ticket.
- Leader focused content & research reports.
- Monthly roundtable & networking programme.
- Published roundtable findings.

Team & Business:
- Discounted training programme.
- Company profile at b2bmarketing.net.
- Leaders receive an appointed account manager to help manage their membership and coordinate team training.

To find out more visit b2bmarketing.net, email info@b2bmarketing.net or call + 44 (0)207 014 4920 to speak to one of our team.

Presentations



Keynote: The CMO 2.0

SPEAKER: Amanda Jobbins, former CMO, Sage
https://www.slideshare.net/secret/ApAbcuoyjCxd5L



Keynote: How leaders evoke creativity, productivity and innovation

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