ROUNDTABLE

B2B LEADERS

Getting the most out of your team

KEY COMMENTS
AND TOP TAKEAWAYS



B2B Marketing

Team development

KEY COMMENTS AND TOP TAKEAWAYS

1 Talent development must be a top priority
Put simply, it's a crucial part of the senior marketer's remit. Spending 30 per cent of your time on talent development might *sound* unrealistic, but for those wanting to reduce employee churn and attract the very brightest marketing minds out there, it's actually a no-brainer.

2 Look beyond standard qualifications
Qualifications are not an infallible benchmark for talent: many younger marketers choose to complete them for the wrong reasons – because they feel a need to jump through hoops rather than because of an innate desire to progress and learn, for example. Consider adding more depth to your team by encouraging a team member to apply for the Marketing Academy programme, which includes mentoring, coaching and experiential learning and is now in its seventh year.

3 Flexible working is an integral part of your organisation's appeal
Attitudes to flexible working are undergoing seismic shifts and a willingness to offer some degree of flexible working is becoming ever-more important. Trust is order of the day here; as long as team members are readily available on Skype or Slack and are hitting deadlines there shouldn't be cause for concern. Agreeing on workloads before 'working from home' days is unnecessary: team members need to feel trusted and valued, not micro-managed.

4 Harness the power of shared learning
If you're sending a team member out to an event or networking session, make sure you've agreed on formal learning objectives beforehand; having no metrics in place mean they won't necessarily squeeze maximum learning value from a day out of the office. It's also worth considering whether 'lunch and learn' sessions might be a good way of disseminating knowledge across the team post-event – or indeed holding your own internal events for team development, where particularly successful employees share knowledge and best practice.

5 Map out a path for employee progression
Attracting strong B2B talent can be a big challenge – particularly in companies with a B2C arm. Added to this is the perennial challenge of finding technical writers as well as individuals with a blend of marketing and digital skillsets. A need to futureproof your team is vital – and this can be achieved by providing opportunities for development within your organisation and ensuring individuals are well managed. Pure strategists could be a potential golden goose in years to come.

6 Employee feedback is crucial
Gauging employee wellbeing should be an annual or biannual priority. Surveys are a time-old but effective way of gathering feedback; the lure of a donation per employee to the company's charity of choice is a great way of guaranteeing a 100 per cent response rate.

7 Is lean the way forward?
Agile methodologies for project management might be seen to be more suited to product development teams, but lean (as a project management tool and methodology) can be a powerful way of organising a team and managing projects and workloads. Not only does it allow for continuous improvement and the introduction of weekly metrics to gauge a project's success, but it also enables issues of concern to be quickly escalated and dealt with.

About B2B Leaders

B2B Marketing

The B2B Leaders programme is a network of the most senior figures in the B2B marketing space, from heads of marketing to global CMOs of leading brands.

Members benefit from a unique and invaluable opportunity to regularly network and collaborate with senior-level peers, share insights and discuss strategic challenges.

Membership is by invitation only, and includes:

- Annual Leaders Forum ticket, the only B2B marketing leader's event of its kind.
- Regular roundtables, focused on key marketing leadership topics.
- Monthly roundtable findings reports.
- Annual *B2B Leaders Report,* with key research data and insights.

The B2B Leaders programme counts senior marketing names in Deloitte, Oracle, Atos, Dell, HSBC, KPMG and Adobe among its members, all sharing ideas on topics ranging from team development to board interaction.

To register your interest in the programme call +44 (0)20 7014 4920

B2B Marketing
Clover House
147–149 Farringdon Road
London
EC1R 3HN

Tel: +44 (0)20 7014 4920

info@b2bmarketing.net
b2bmarketing.net/b2b-marketing-leaders-programme