

SEVEN WAYS TO TURN MARKETING TEAMS INTO AGILE JEDI MASTERS

Agile marketing is constantly evolving, like the Jedi skills of young Luke Skywalker, as new best practices emerge. Meanwhile, traditional technologies need a helping hand to manage industry changes. Enterprises must embrace the fact that agile marketing isn't optional — it's essential to staying competitive and appealing to customers.

92% of senior executives believe organizational agility is key to business success

84% believe organizational agility is vital to digital transformation

27% consider themselves highly agile

What's stopping your enterprise from having an agile marketing team? Many issues stem from the top down — from C-level to creatives. Here are seven ways you can turn your marketing team into agile Jedi masters.

1. JEDI MARKETERS CAN ONLY SUCCEED WITH C-LEVEL SUPPORT

Agile marketing teams are positioned to fail when there is a fundamental lack of commitment from C-level executives. The C-level should be:

- Committed to the concept and value of agile marketing**
- Willing to provide the training and resources necessary to make it work**
- Aware that experimentation and failure are part of the process**

2. FEAR OF FAILURE IS THE PATH TO THE DARK SIDE

Experimentation and iterative discovery are fundamental pieces of the agile marketing puzzle — which means failure is not the equivalent of being struck down by Darth Vader. This is tough for leadership to understand, and in some cases, they hit the eject button because all they see are misses instead of hits.

"Expected and advantageous, failure is...lessons and insights you will find."

"How agile works and doesn't work...educate leaders you must."

3. JEDI CANNOT SUCCEED IN ISOLATION

When agile marketing teams reach out to other departments, they're forced to dramatically dial back the velocity of work because not everyone is agile. This results in a clash of cultures where the agile marketing team, the Rebel Alliance, is thwarted by the all-powerful Empire. You can solve this problem by:

- Working with external teams to help them understand how agile works
- Aligning expectations among all departments
- Adapting processes to support agile
- Making sure other teams respect agile as part of the solution



4. A JEDI'S STRENGTH FLOWS FROM COLLABORATION

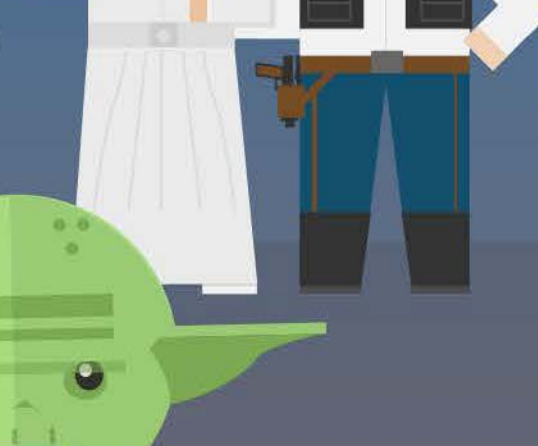
Jedi work in partnerships to develop strengths, and too much separation impedes success. When silos run rampant, teams fend off interaction with other teams. Creative marketing teams can become alienated, leading to conflict and chronic misunderstandings.

To prevent this, enterprises should direct their "Force" to:

- Educate all teams involved
- Empathize with pain points
- Adjust to the agile framework
- Build consensus to mediate conflict
- Use technology to gain visibility

5. JEDI MASTERS DON'T FEAR TOUGH STAFFING DECISIONS

A successful marketing team is backed by leaders who, like Princess Leia with hard-to-handle Han Solo, can handle difficult staffing decisions. Executives should empower managers to coach, compel, and ultimately warn anti-team players before cutting them loose if there are no improvements.



"If all work as a team, succeed they will. If one Jedi strays, succeed no one will."

6. AGILE MARKETING JEDIS ARE SUPPORTED BY GATEKEEPERS

Marketing team gatekeepers ensure Jedies are not over-committed. They give Jedies the power to say "no" — or at least "not right now." The gatekeeper should:

- Communicate with internal customers, such as PMOs, project managers, sales, business development, etc.
- Ensure teams understand how agile marketing works and how it differs from traditional marketing



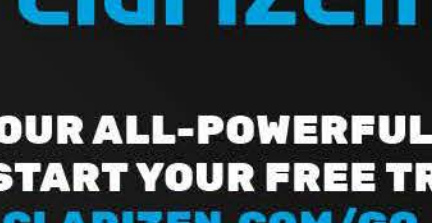
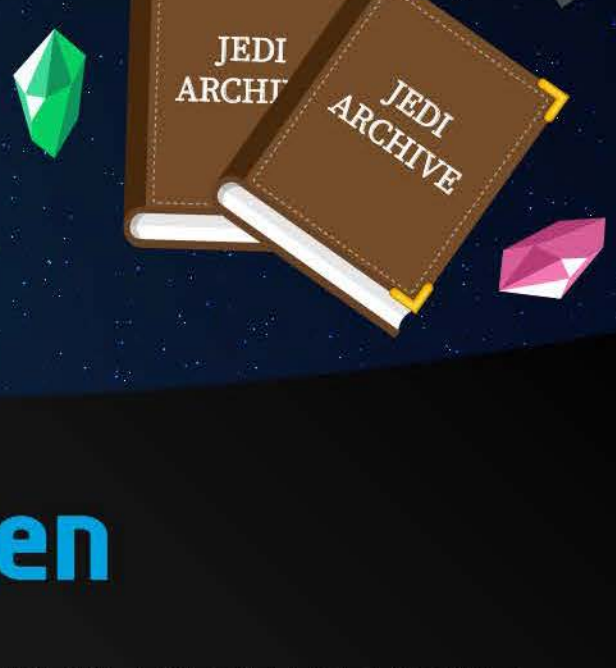
7. JEDI MUST HAVE ACCESS TO ONLY THE ESSENTIAL TOOLS

A lightsaber is the only weapon a Jedi needs. Likewise, in agile marketing, too many tools can lead to confusion, version control, and scope creep. Too few tools, like email and spreadsheets, can lead to bloated, needlessly complex and restrictive project management.

All agile marketing teams should use technology to connect, collaborate, track progress, monitor scope, and store documents.

Your marketing teams need to:

- Implement easy-to-use technology that gives people the freedom to work the way they want
- Ensure progress is aligned with the rest of the organization with a clear line-of-sight across work
- Take productivity to the next level by leveraging out-of-the-box tools like epics and milestones



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