

# THE CMO MANIFESTO

I'm not here to maintain the status quo but to be a leader of positive change for my organization.

I will bring focus where there is ambiguity, clarity where there is confusion and inspiration where there is doubt.

My ears will be open, my hand extended and my mind active. Trust will be built one relationship at a time. And we will succeed together.

The voice of the customer will be channeled through me and market insights will guide our decisions.

We can do anything, but we can't do everything, so we must be focused and intentional if we are to be great.

I will lead a high-performance team that will be accountable, agile and aligned.

My team can expect its teammates to be capable, committed and collaborative and the roster will change until those expectations are met.

We will find the right balance between chaos and stifling bureaucracy so that we can do remarkable things as efficiently as our business demands.

Our plan of action will have an emphasis on action.

We will embrace feedback, stay attuned to market dynamics, learn what works and optimize accordingly.

The latest in technology will not intimidate me but will pique my curiosity and provoke me to find innovative tools to enable sustainable progress.

By remaining resilient, responsible and relentless, we will prove the skeptics wrong and execute brilliantly in spite of the challenges we encounter.

And because of the courage of our conviction and the passion for our cause, we will make the future we envision.