

Coaching Services

An Executive Coach for Your Marketing Leader

Coaching for Marketing Executive Development

Accelerate the professional growth and impact of your marketing leadership

For mid-sized companies looking to maximize the impact of limited marketing resources, Chief Outsiders brings an experienced C-level executive coach to mentor the company's marketing leader and make bigger things happen.

What Can You Expect?

Greater Contribution: Build your marketer's strategic thinking

More Relevance: Link business and marketing strategy to tactics

Higher Accountability: Develop and implement more relevant metrics

Increased Clarity: Effectively communicate throughout your organization

C-level Experienced Coaches

- Only Chief Outsiders offers a roster of "been there, done that" C-level marketing executives
- Whether it's mastering the skills of functional marketing, developing departmental leadership abilities, or simply making decisions more quickly, your Chief Outsider coach improve your marketer's level of contribution and accelerate their professional growth

It Really Makes a Difference

"(Chief Outsiders) quickly spotted areas to help our marketing director improve his contribution to our company. It's been a terrific investment for us.

"We didn't know what we didn't know. Bolting on all of (Chief Outsiders') experience allowed marketing team to make quicker, better decisions.



How do you take a promising marketing leader and accelerate their contribution to your business?

How Does it Work?

What Your Marketing Leader Gets

- Weekly meetings with their CMO Coach executive mentor to discuss key initiatives, challenges, organizational issues, communications opportunities, relationship situations.
- Ad-hoc access to their CMO Coach as things pop up during the week
- Access to other CMOs in Chief Outsiders to build their perspective and professional network
- Access to the Chief Outsiders Marketing Professionals online community

Why It Works

Combining the inside day-to-day responsibilities of your marketing leader who responsible for leading the marketing charge and delivering results, with a seasoned marketing executive who's "been there, done that" for decades, is the perfect formula for professional growth and as a result, business impact.

The Right CMO

Every situation and person is different. Chief Outsiders will pair your marketing lead with a CMO who has the experience that matches their marketing development needs.

How You Meet

The rhythm of a weekly one-hour meeting creates a tight professional focus. The use of SKYPE or other similar video meeting technology allows your marketing lead to meet with the properly matched CMO from anywhere in the country.

When You Meet

Meeting weekly ensures a solid rhythm for discussing top priorities and related issues. In addition, quarterly check-ins with the CEO or supervisor keeps everyone on the same page and allows the company to track progress in professional development.

Chief Outsiders Coaching

Services - the fast track to mastering marketing leadership for growth, contribution and accountability

Write to CMO@chiefoutsiders.com or visit ChiefOutsiders.com/Coaching for more information or call **855-777-2443 (CHIEF)**



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