

# ISBM Digital B2B Assessment

Fall 2018

Please take 15 minutes to answer the following questions providing a self-assessment and discussion ideas for our Digital Jam Session on November 1, 2018. (This of course is voluntary, and largely by way of helping us prepare for a good discussion. If you would like to return your responses to us, please do. We will hold all responses as confidential, and use the results to help focus our agenda.) Thanks so much!

## Direction, Vision, and Strategy

A1. Our firm (business unit) has a clearly communicated vision for our digital business strategy.

Strongly  
Disagree

Disagree

Agree

Strongly  
Agree

A2. We have clear, realistic, measurable goals for the coming year for moving toward our digital business strategy.

Strongly  
Disagree

Disagree

Agree

Strongly  
Agree

A3. Our most senior executives understand the threats and opportunities presented by digital disruption and are demonstrating their commitment to our digital strategy.

Strongly  
Disagree

Disagree

Agree

Strongly  
Agree

A4. We have an ongoing mechanism for understanding and acting on threats and opportunities presented by digital disruption.

Strongly  
Disagree

Disagree

Agree

Strongly  
Agree

A5. We have an organizational structure and governance mechanism to achieve ongoing improvements in “digital customer experience” across our entire organization.

Strongly  
Disagree

Disagree

Agree

Strongly  
Agree

A6. We understand which parts of our business might be most advantageous for us to take the lead in moving toward a more digital approach, or which might be most vulnerable to digital disruption.

Strongly  
Disagree

Disagree

Agree

Strongly  
Agree

A7. We build company-level digital assets (e.g., internal access tools, databases, predictive analytics).

Strongly  
Disagree

Disagree

Agree

Strongly  
Agree

A8. We have consistent measurement criteria for digital marketing programs throughout our organization.

Strongly Disagree                      Disagree                      Agree                      Strongly Agree

**Other Thoughts – Direction, Vision and Strategy:**

**Technology**

B1. Funding: We have a flexible and adaptive funding mechanism in place to address continuous improvement, as well as discontinuous changes in the digital networked environment.

Strongly Disagree                      Disagree                      Agree                      Strongly Agree

B2. Funding: Our funding and governance systems are effective in enabling rapid IT decisions and execution.

Strongly Disagree                      Disagree                      Agree                      Strongly Agree

B3. Data: We have mechanisms in place to integrate new data streams with existing data streams to enable analysis meaningful insights for digital marketing.

Strongly Disagree                      Disagree                      Agree                      Strongly Agree

B4. Platforms: We have the technology and talent to leverage our branded content to create seamless experiences across multiple media platforms (e.g., website, mobile, social).

Strongly Disagree                      Disagree                      Agree                      Strongly Agree

B5. Systems: We have access to the infrastructure we need – internal and external – to innovate in digital business design.

Strongly Disagree                      Disagree                      Agree                      Strongly Agree

B6. Analytics: We have access to – and are continuously learning and developing – analytic tools and how to use them in developing insights we can use for our business.

Strongly Disagree                      Disagree                      Agree                      Strongly Agree

**Other Thoughts - Technology Capability:**

## **Organization & Capability Building**

C1. We have the ability to attract and grow the talent we need to build digital capabilities for our company.

Strongly  
Disagree

Disagree

Agree

Strongly  
Agree

C2. We have the professional development strategy and tools to grow skills and capability in digital ahead of competition.

Strongly  
Disagree

Disagree

Agree

Strongly  
Agree

C3. We have a strong suite of relationships with outside resources we can draw on for perspective, ideas and insight.

Strongly  
Disagree

Disagree

Agree

Strongly  
Agree

C4. We have identified and are working with students in leading universities, helping them as they learn, and are aligned to employing them at completion of their degrees.

Strongly  
Disagree

Disagree

Agree

Strongly  
Agree

C5. We have identified and respected thought leaders connected to our team, helping us grow talent, and set direction.

Strongly  
Disagree

Disagree

Agree

Strongly  
Agree

### **Other Thoughts - Organization and Capability Building:**

#### **Culture**

D1. Continuous learning: Our firm and management are firmly committed to investing in continuous learning.

Strongly  
Disagree

Disagree

Agree

Strongly  
Agree

D2. Mobilizing information: Our firm has mechanisms for rapidly sharing information and insights across different functions.

Strongly  
Disagree

Disagree

Agree

Strongly  
Agree

D3. Transparency: Individuals and teams regularly disclose their plans, products, or processes to multiple stakeholders/decision-makers and share data and resources.

Strongly  
Disagree

Disagree

Agree

Strongly  
Agree

D4. Decision rights: Professionals in our team have the authority to make decisions in rapidly changing market situations without lengthy approval processes.

Strongly  
Disagree

Disagree

Agree

Strongly  
Agree

D5. Adaptability: We are able to rapidly adapt, and assemble teams, to capitalize on rapidly changing market situations.

Strongly  
Disagree

Disagree

Agree

Strongly  
Agree

D6. Collaboration and Inclusivity: Our firm supports a variety of flexible, cross-functional teams, has established channels for providing feedback and learning and invites different points of view to support decision-making.

Strongly  
Disagree

Disagree

Agree

Strongly  
Agree

### Other Thoughts - Culture:

### Execution

Which of the following key performance indicators does your organization **actually use** to measure the success of your digital marketing efforts? Select all that apply.

- Profitability
- Growth/revenue generation
- Market position vs. competitors
- Customer retention/loyalty
- Customer lifetime value
- Speed to market
- New product/service introduction
- Employee satisfaction
- IT maintenance vs new project spend
- Cultural change
- Operational efficiency
- OpEx vs CapEx
- Other (please specify) \_\_\_\_\_

**Any other comments or inputs?**