kod szkolenia: DM-B2B / Marketing_Leadership_EN

Marketing Leadership – From Senior Marketer to Strategic Leader

The “Marketing Leadership – From Senior Marketer to Strategic Leader” training is a closed, dedicated development program for marketing leaders who are transitioning (or in the process of transitioning) from an operational role to a strategic one. Its goal is to strengthen the leadership, decision-making, and business competencies required to effectively manage marketing as a function that supports company growth.

The program focuses on the real challenges faced by Heads of Marketing and CMOs: building marketing’s position within the organization, working with the board and founders, making data-driven decisions, managing teams and priorities, and shifting from the mindset of *“how to execute”* to *“what to do and why.”* The training has a strategic, workshop-based format and is grounded in the context of the organization’s specific challenges.

Training recipients

The training is designed for Heads of Marketing, CMOs, senior marketers, and marketing team leaders responsible for strategy, business results, and team development. The program is intended for organizations that want to strengthen marketing’s role as a strategic partner to leadership and sales, and to prepare marketing leaders to operate at a decision-making level.

Benefits

- Transition from an operational role to a strategic marketing leadership role

- Better understanding of the business, company goals, and marketing’s impact on revenue
- Ability to make decisions based on priorities and data
- Strengthening marketing’s position within the organization
- More effective collaboration with leadership, sales, and other business leaders
- Greater confidence in the role of Head of Marketing / CMO

Training program

1. The Role of a Marketing Leader in the Organization

- Marketing as a strategic function
- Leadership expectations vs. reality
- Core leadership competencies
- The shift from “doing” to “deciding”

2. Strategic Thinking in Marketing

- How to make strategic decisions
- Prioritizing marketing initiatives

3. Marketing and Business Goals

- Revenue, growth, and accountability
- Working with KPIs and outcomes, not activities
- Communicating marketing’s value to the organization

4. Leadership and Team Management

- Leadership styles in marketing
- Delegation, feedback, and people development
- Building a culture of ownership

5. Collaboration with Leadership and Other Departments

- Marketing–sales–product alignment
- Working with founders and C-level executives
- Managing conflicts and expectations

6. Decisions, Pressure, and Responsibility

- Dealing with uncertainty
- Accountability for results
- Resilience of a marketing leader

7. Development Recommendations

- Identifying key areas for development
- Individual and team next steps
- A plan to further strengthen marketing’s role in the organization

Expected preparation of the participant

The training is intended for professionals with senior-level or managerial experience in marketing. Participants are encouraged to reflect on their own role, challenges, and responsibilities within the organization.

Czas trwania

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Language

Training: english
Materials: english