



THE MODEL

3 KEY LEVERS TO BUILDING A HIGH-PERFORMANCE MARKETING PRACTICE

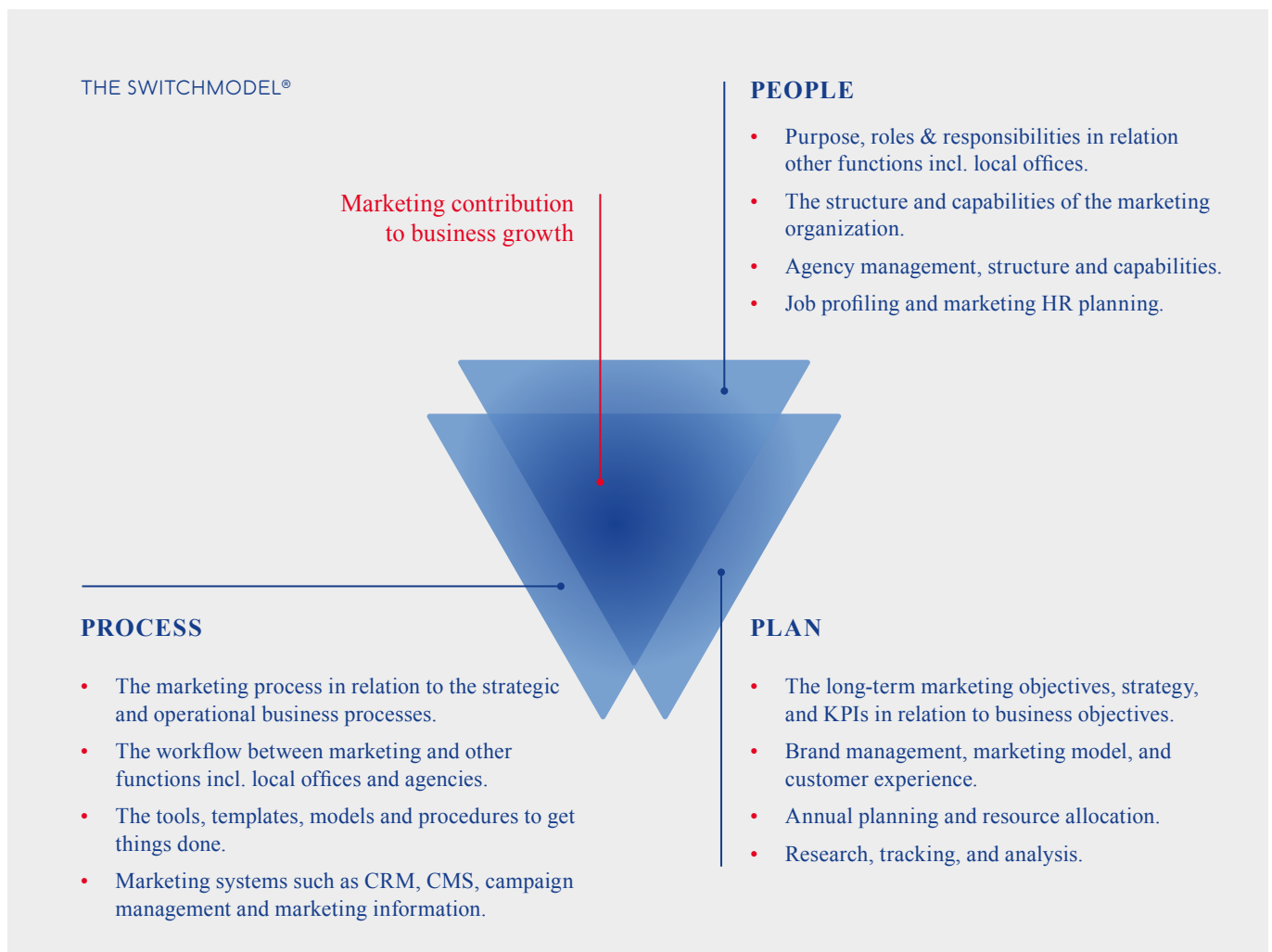
Switchmode Consulting believes there are 3 key levers to building a high-performance marketing practice: People, Plan, Process. The emphasis varies from company to company although all 3 dimensions are critical and must be aligned.

The Switchmodel® examines the company’s current marketing practice across these key areas and determines what needs to change and how. This analysis can then be used to implement the necessary improvements.

These improvements help companies put a strong structure, standards and systematic approach to their marketing practice and transform marketing from a tactical, execution-focused entity to an integrated and valuable contributor to the business.

When implemented, the marketing function will be able to operate in a considerably more systematic manner which means it can:

- Manage upstream business-strategic areas and projects,
- While delivering on day-to-day requirements,
- And continuously generate learnings that yield further improvements in the downstream output.





THE PROCESS

6 STEPS TO BUILDING BUILDING A HIGH-PERFORMANCE MARKETING PRACTICE

1

Switchmode Consulting meets with the client and discusses the issues concerning the company's current marketing practice.

We establish exactly what the need and scope is.

2

Based on need and scope, Switchmode uses the Switchmodel® to prepare a series of select questions to analyse the marketing practice across People, Plan, and Process.

3

The analysis usually happens through interviews with the client and key stakeholders as well as review of current marketing operations, activity and results.

4

Based on the analysis, Switchmode suggests what needs to change and how.

Switchmode also recommends priorities and a phased action plan for implementation.

5

Once agreed, and if requested, Switchmode will carry out the implementation with or on behalf of the client.

Or Switchmode may potentially recommend other suitable experts for this part.

6

Implementation of the improvement initiatives is carried out according to agreed action plan.

We may subsequently have a follow-up to review progress.