



# The Pivot and Recovery Framework

## What is a Framework?

Business Frameworks are useful tools that help you analyze business issues and structure your thinking. A marketing framework is a template containing instructions for the execution of your marketing plan.

## What are some examples of Frameworks?

### Business Frameworks

#### Porter's Five Forces Model

The Five Forces model helps determining how competitive an industry is based on five different factors: the rivalry among existing competitors, the threat of new entrants (potential competitors), the threat of substitute products (alternatives), the bargaining power of suppliers, and the bargaining power of buyers.

#### EOS Traction Vision Traction Organizer (VTO)

Or other strategic planning tools (e.g. One Page Strategic Plan)

### Marketing Frameworks

#### SWOT Analysis

Strengths, Weaknesses, Opportunities and Threats

#### The 4 Ps (or 7) Marketing Mix

Produce, Price, Promotion, Place (People, Process, Physical Evidence)

#### Inbound Marketing Funnel

Traffic Sources, Awareness, Interest, Consideration, Purchase

#### The XY Grid "Edges and Quadrants"

XY Axes based on Alternatives (Messaging and Competitors)

# The 6 Fundamentals of Marketing



# Pre-work: What's Changed?

## Assessment

How has your market changed?

How has your customer changed?

How has your competition changed?

How have you changed?

How have your organization's goals changed?

## Validate Assumptions

1

Complete interviews with industry peers, strategic partners, and other stakeholders.

2

Conduct customer surveys and buyer interviews.

3

Consult with strategic experts about your situation - get unbiased advice.

# The Pivot and Recovery Framework

## What is your biggest challenge right now?

Determined from your assessment, validation, and consults.  
Use the 5 Why's to get to the core challenge.

## What are two solutions worth pursuing?

### **Brainstorm Solutions - Avoid Blindspots**

- What are potential solutions to the problem?
- What aren't you considering, what aren't you seeing?
- Develop at least 10 possible ideas.
- Perhaps break up into individuals and build 10 ideas, then gather back together and select the best 10.

### **Prioritize 2 Ideas to Implement**

- Pick 2 ideas worth pursuing.
- Perhaps one short term, and one longer term. Or two separate but complementary ideas.
- These don't have to be the only 2 things you implement, but they are the top 2 for now.

# Develop SMARTER Goals

## Solution #1 - What Does Success Look Like

Describe what success looks like when this solution is implemented.

SMART - Specific, Measurable, Attainable, Relevant, and Timebound.

Engaged - Who needs to be involved to execute, and are they available?

ROI - What resources are required (capital, human, other)? Is the juice worth the squeeze?

## Solution #2 - What Does Success Look Like

Describe what success looks like when this solution is implemented.

SMART - Specific, Measurable, Attainable, Relevant, and Timebound.

Engaged - Who needs to be involved to execute, and are they available?

ROI - What resources are required (capital, human, other)? Is the juice worth the squeeze?

# 30-90 Day Milestones - Solution #1

Who does what by when

1

2

3

Who does what by when

4

5

6

# How do you know when it's working and NOT working?

## Key Performance Indicators

What will you measure weekly in your scorecard to know your plan is on track?

<u>WHO</u>	<u>Target</u>	<u>KPI Description</u>
CMO		Milestone
Complete	Y	
Sales		# focus
calls/week	50	

## Failure Alerts

- 1 If this doesn't happen by then...
- 2 If this starts to happen ...
- 3 If this ...



# 30-90 Day Milestones - Solution #2

Who does what by when

1

2

3

Who does what by when

4

5

6

# How do you know when it's working and NOT working?

## Key Performance Indicators

What will you measure weekly in your scorecard to know your plan is on track?

<u>WHO</u>	<u>Target</u>	<u>KPI Description</u>
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## Failure Alerts

1

If this doesn't happen by then...

2

If this starts to happen ...

3

What other outcomes would be considered failing indicators?

# Other Considerations

## Best Practices

- 1 Don't do this alone - invite your leadership team, involve sales, marketing, and operations.
- 2 Establish a cadence for reviewing milestone progress and scorecard - we suggest weekly for 30 minutes.
- 3 Revisit as needed. this could be a monthly, bi-monthly, or quarterly activity until we get to our new normal.

## We Can Help

- 1 Complimentary 90 Minute Facilitation of your team's Pivot and Recovery Framework Session with a fractional CMO.
- 2 We can validate your assumptions by conducting 5-20 interviews for you with customers, industry peers, and stakeholders - and produce an Insights Report prepared by fractional CMO.
- 3 We are consulting on short term sprints with clients - 30, 60 and 90 day strategic projects or marketing/sales campaigns.

# Questions & Contact

LET'S HAVE COFFEE (virtually)!

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