Assessing Your Marketing Team

How does your team accomplish the following roles?

	Team Leader	Who will set key objectives and approve the strategy?			
NAME		GETS IT	WANTS IT	CAPACITY TO DO IT	

	Project Manager	Who will manage details and keep things on schedule and within budget?			
NAME		GETS IT	WANTS IT	CAPACITY TO DO IT	

😳 Writer	Who will make you	Who will make your marketing message sound good?			
NAME	GETS IT	WANTS IT	CAPACITY TO DO IT		

Designer	Who will make your	Who will make your marketing message look good?		
NAME	GETS IT	WANTS IT	CAPACITY TO DO IT	

	Developer	Who will make your online marketing and websites function effectively?		
NAME		GETS IT	WANTS IT	CAPACITY TO DO IT

 Analyst
 Who will monitor the data and find opportunities to improve?

 NAME
 GETS IT
 WANTS IT
 CAPACITY TO DO IT

 Image: Comparison of the data and find opportunities to improve?
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"Gets It, Wants It, Capacity to Do It" adopted from a concept in Traction by Gino Wickman, Chapter 4