

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 your marketing message sound good?

NAME	GETS IT	WANTS IT	CAPACITY TO DO IT



Designer

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