

Panel Discussion | **[Future of Work]** The Work of Marketing: How to Transform & Align Marketing Teams to be Future- Oriented & Digital-Ready



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Question 1

Where to start?

Advice for teams looking to embark on a journey of transformation

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Question 2

How to win-over the sceptical hearts and minds in the company

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Have you ever failed in a transformation journey?

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Question 3

How to overcome failure

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Key Takeaways

Leah's Takeaway: Don't be fooled by the digital, tech, marketing aspects of change transformation. At the end of the day, being ready for the future is always going to come down to behaviours, culture and mindset. Of individuals, of teams and of the organisation. Invest in this. Embed it. That way you'll change through continuous improvement. And when the time comes for big transformations, you and the organisation will be set-up for success.

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Q&A



Scan here to submit your questions!