



LEADERSHIP JOURNEY - WHY YOU **CAN** DO THIS

**TO BECOME CEO,
BE THE BEST CMO
YOU CAN
POSSIBLY BE**

WELCOME FROM THE FACULTY



Thomas Barta



Katherine Tulpa



Sherilyn Shackell



Syl Saller

The Marketing Leadership Masterclass

By Thomas Barta & Syl Saller

April 06, 2022

1,195 € (~995 £ /1,350 US\$). [Ask](#) for a team rate.

[Book now](#)

[Success stories](#). [FAQ](#). Why it's [risk free](#)

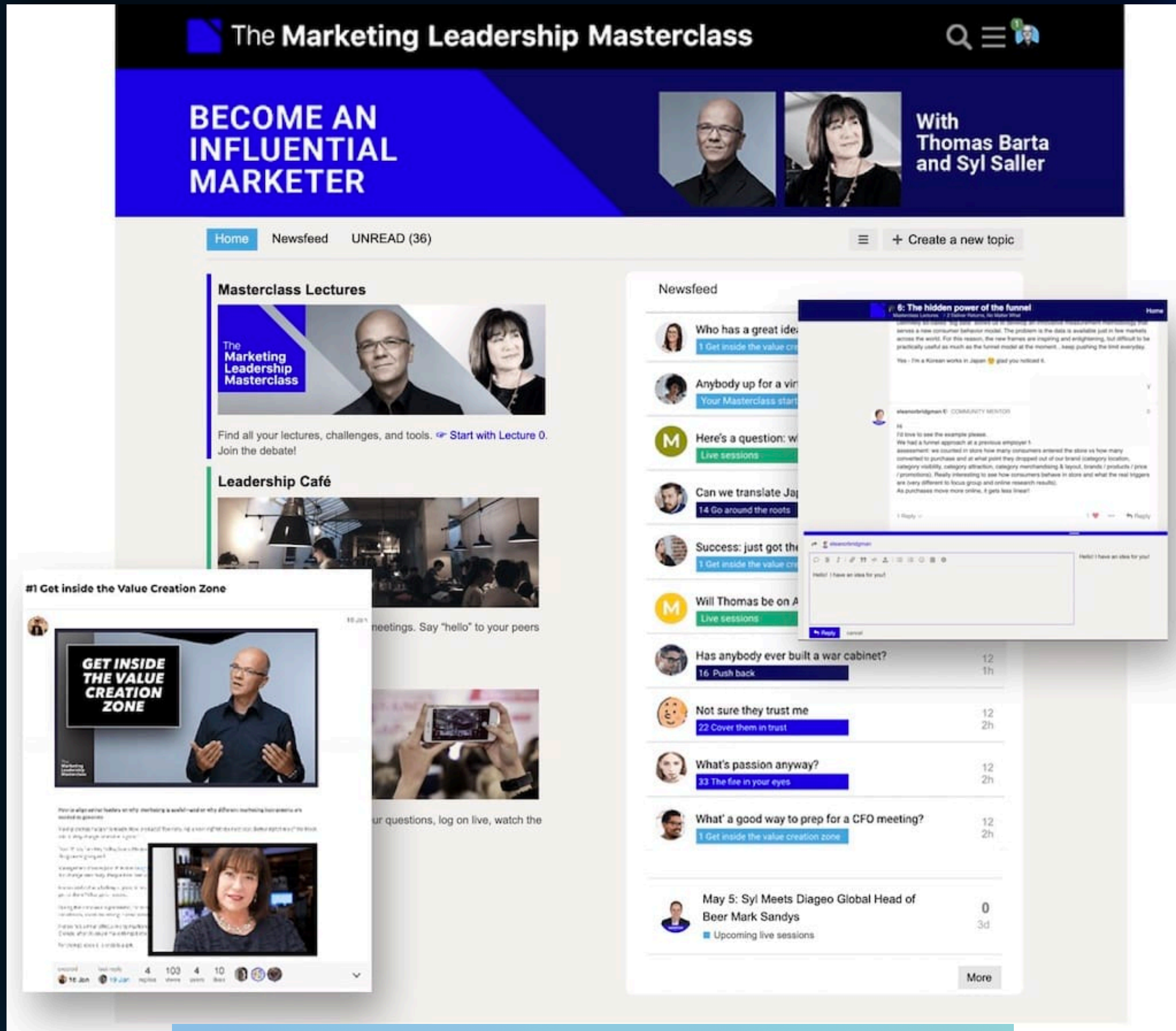
Real-time peer group • 100% online • 3 months



Built on the world's largest studies on marketers' success, the Marketing Leadership Masterclass gives you the complete toolkit to build your influence and boost your career.

THOMAS BARTA



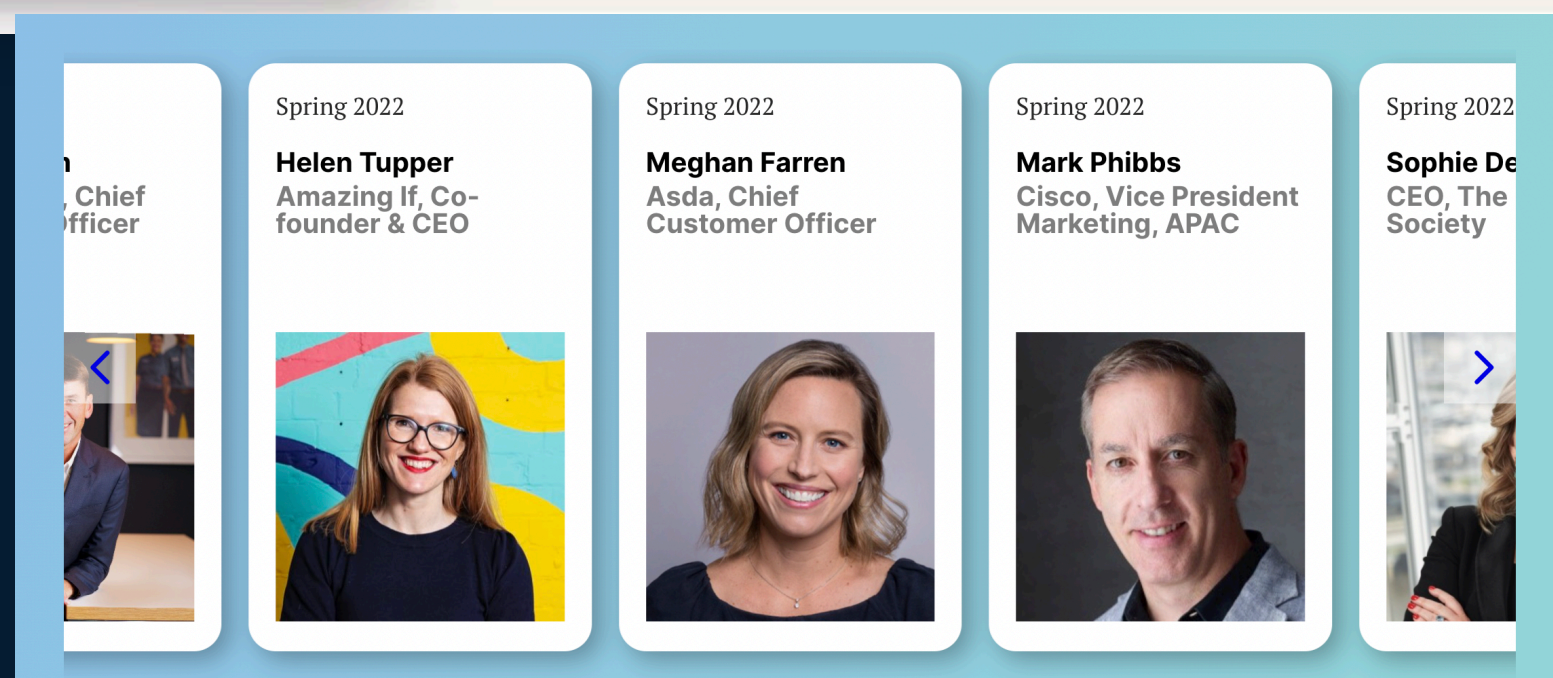


Speaking the boardroom language
Demonstrating returns

Aligning colleagues/clients
Starting change-movements

Building teams that take a lead
Driving team performance

Shaping a strong vision and purpose
Inspiring others for change



12 WEEK SPRINT

CMO



C **HIEF**
M **OST**
O **UT**



GAPS



SKILLS GAP



TRUST GAP

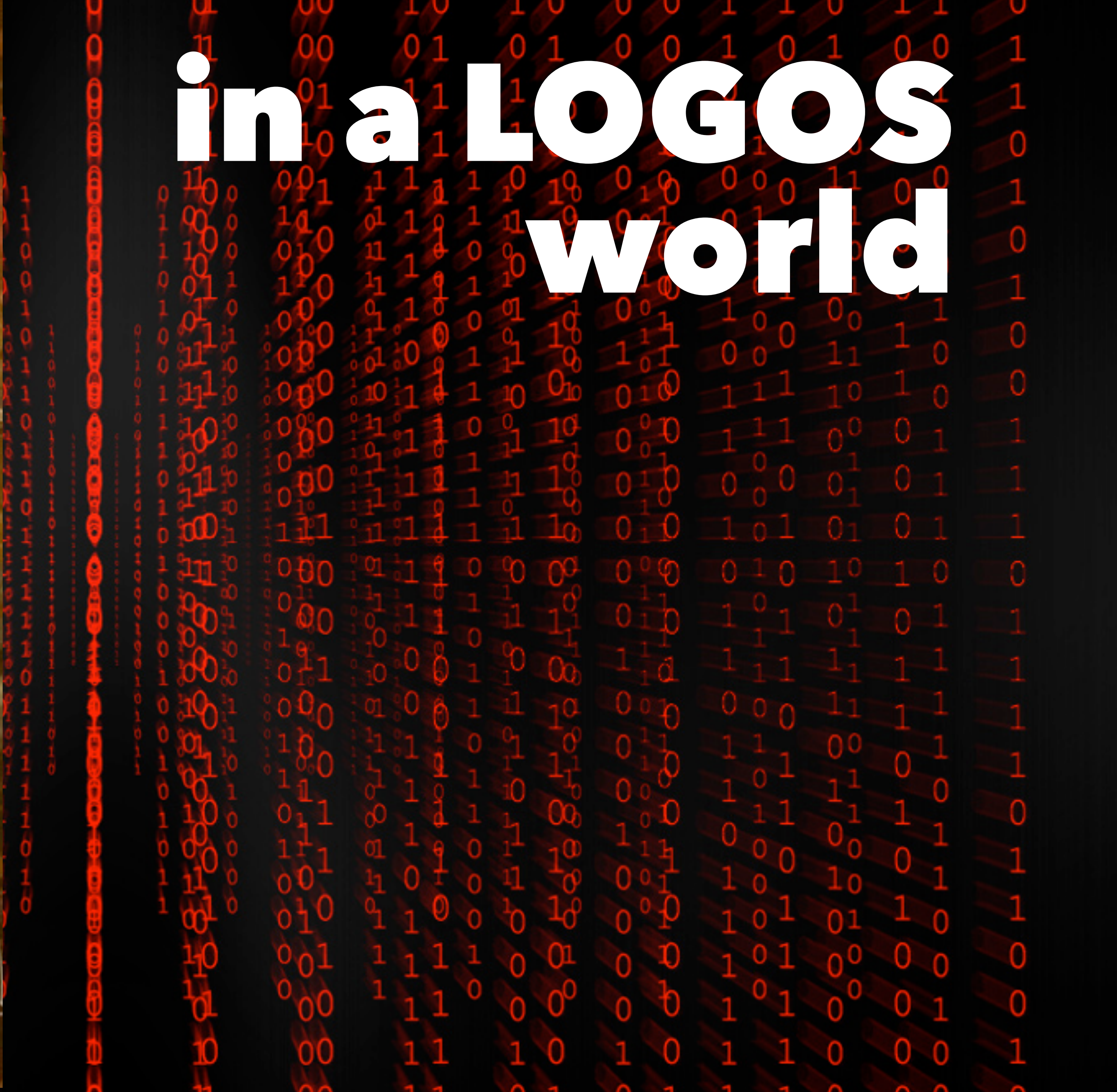


POWER **GAP**

EROS



**in a LOGOS
world**



**I MUST WORK
HARDER
TO BECOME
MORE
INFLUENTIAL**

**I MUST BECOME
MORE INFLUENTIAL,
SO MY HARD
WORK PAY'S OFF**

@THOMASBARTA

WORLD'S LARGEST STUDY ON CMO SUCCESS

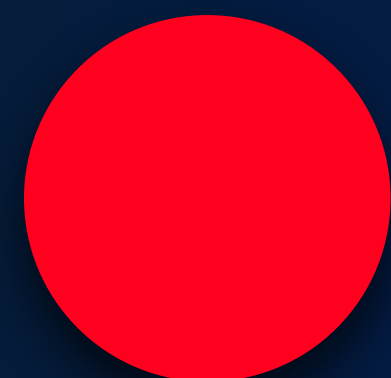
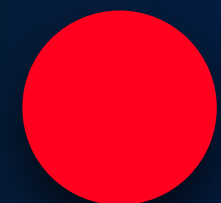
***1,232
executives***

80+ countries

***68,000
assessments***

WHAT DRIVES MARKETERS' BUSINESS IMPACT?

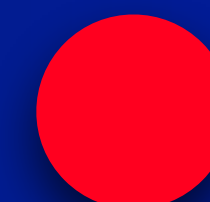
INDUSTRY
< 1%



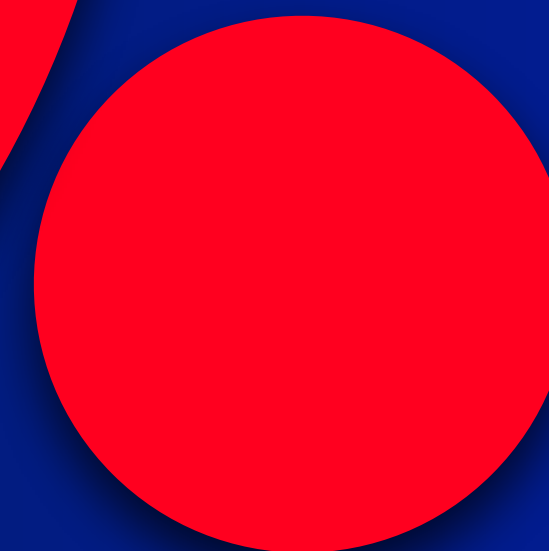
PERSONALITY
< 5%

MARKETING LEADERSHIP SKILLS
55%

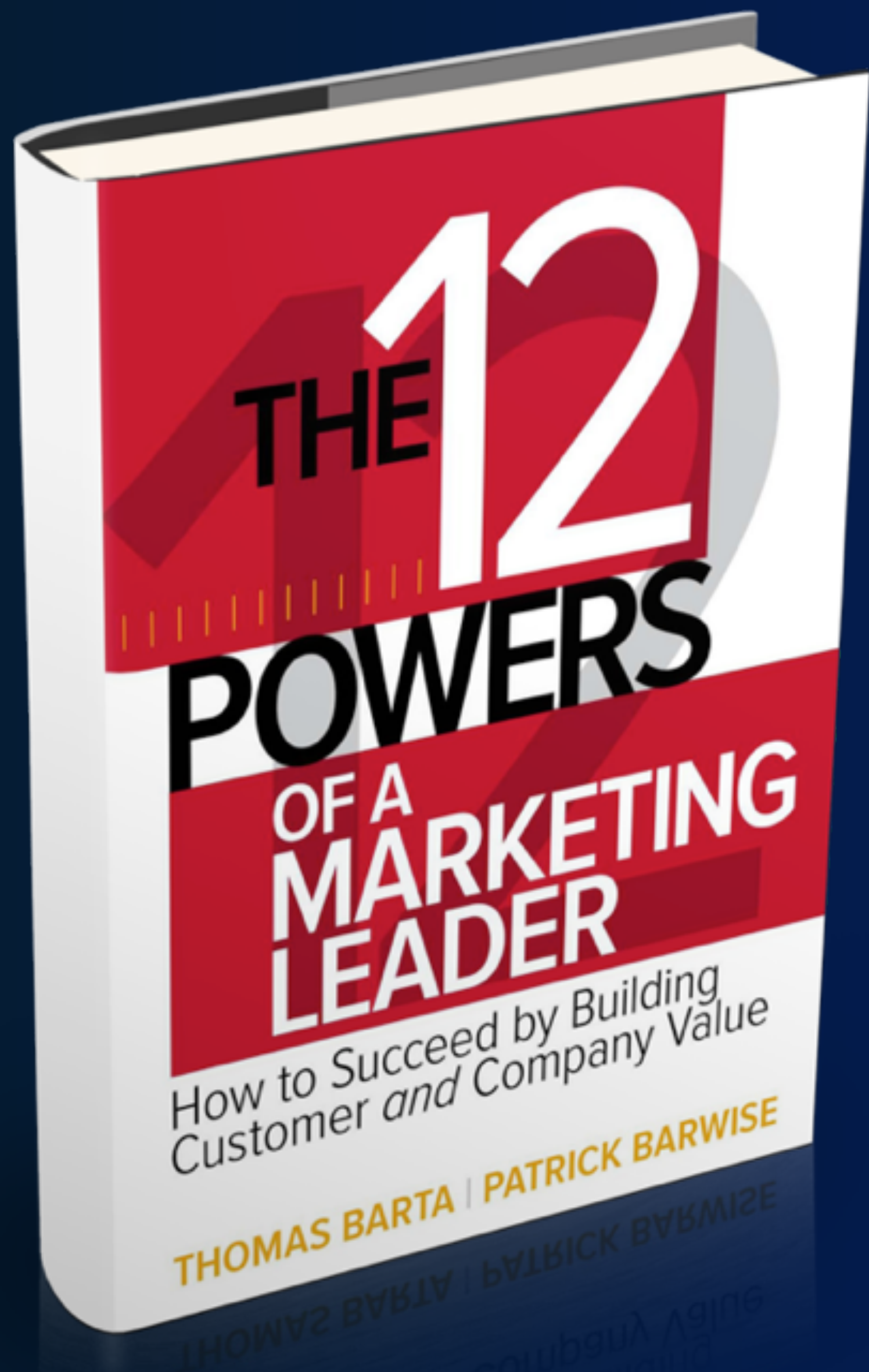
COMPANY
25%



GENDER
< 1%



TECHNICAL SKILLS
15%



"A must-read for every present and future CMO who cares about making a difference."

- Seth Godin

Author of All Marketers Are Liars

"Everything you ever need to know to be a superior marketing leader"

- Marshall Goldsmith

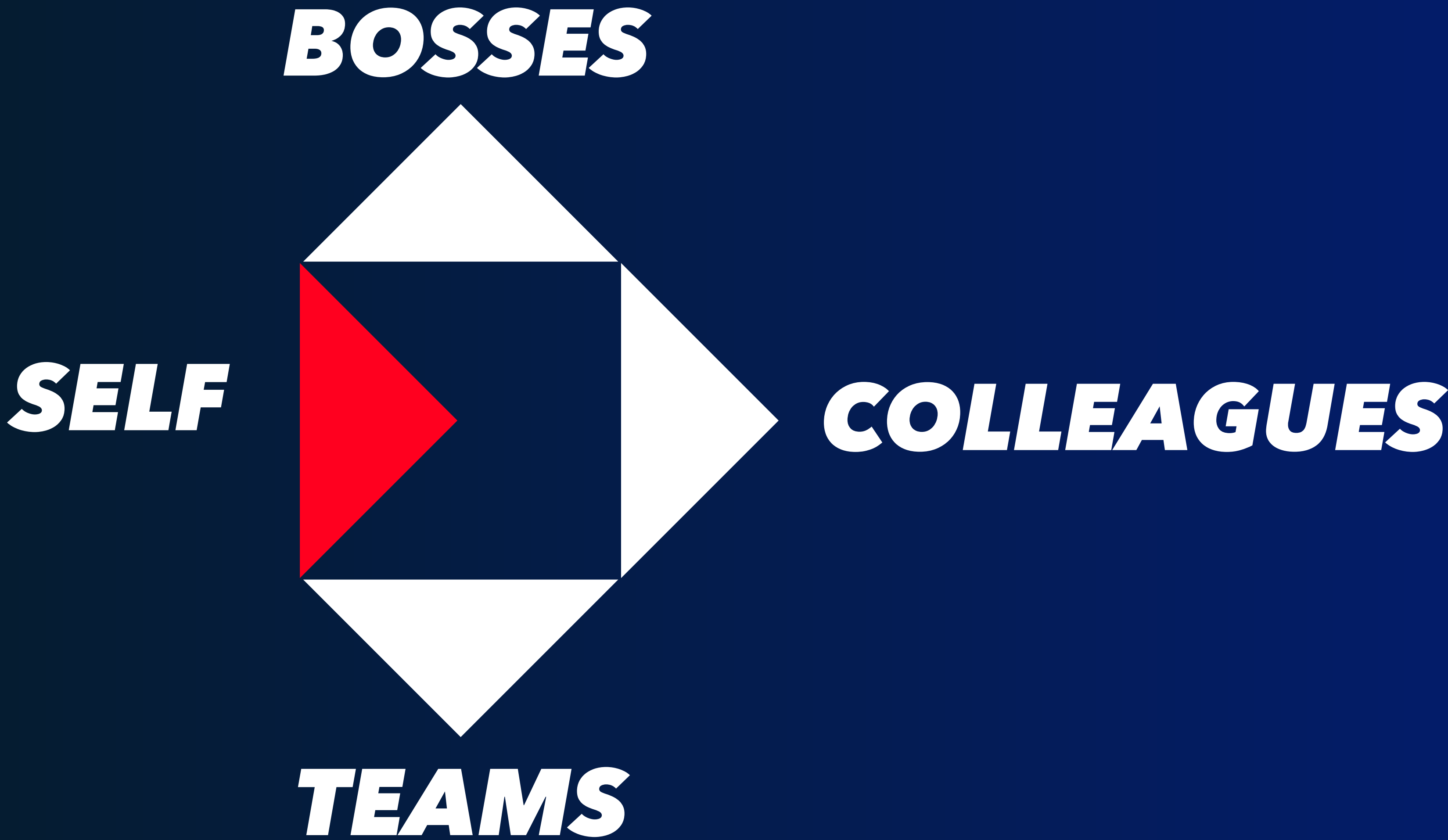
#1 Leadership thinker in the world

"The essential leadership playbook for the CMO of the future."

- Jim Stengel

Former Global CMO, P&G

CMO LEADERSHIP



April 2017

McKinsey
Quarterly

Why effective leaders must manage up, down, and sideways

Strong team leadership isn't enough. New research shows the importance—
for business impact and career success—of also mobilizing your boss and
colleagues.

by Thomas Barta and Patrick Barwise

**COULD YOU
BECOME A CEO?**



***Jim Farley, CEO
Ford***



Catherine Tabaka, CEO Sodhexo U.S.



Ben van Beurden, CEO Shell

TOP-PERFORMING CEOs AND CMOS - WHAT'S THE DIFFERENCE?

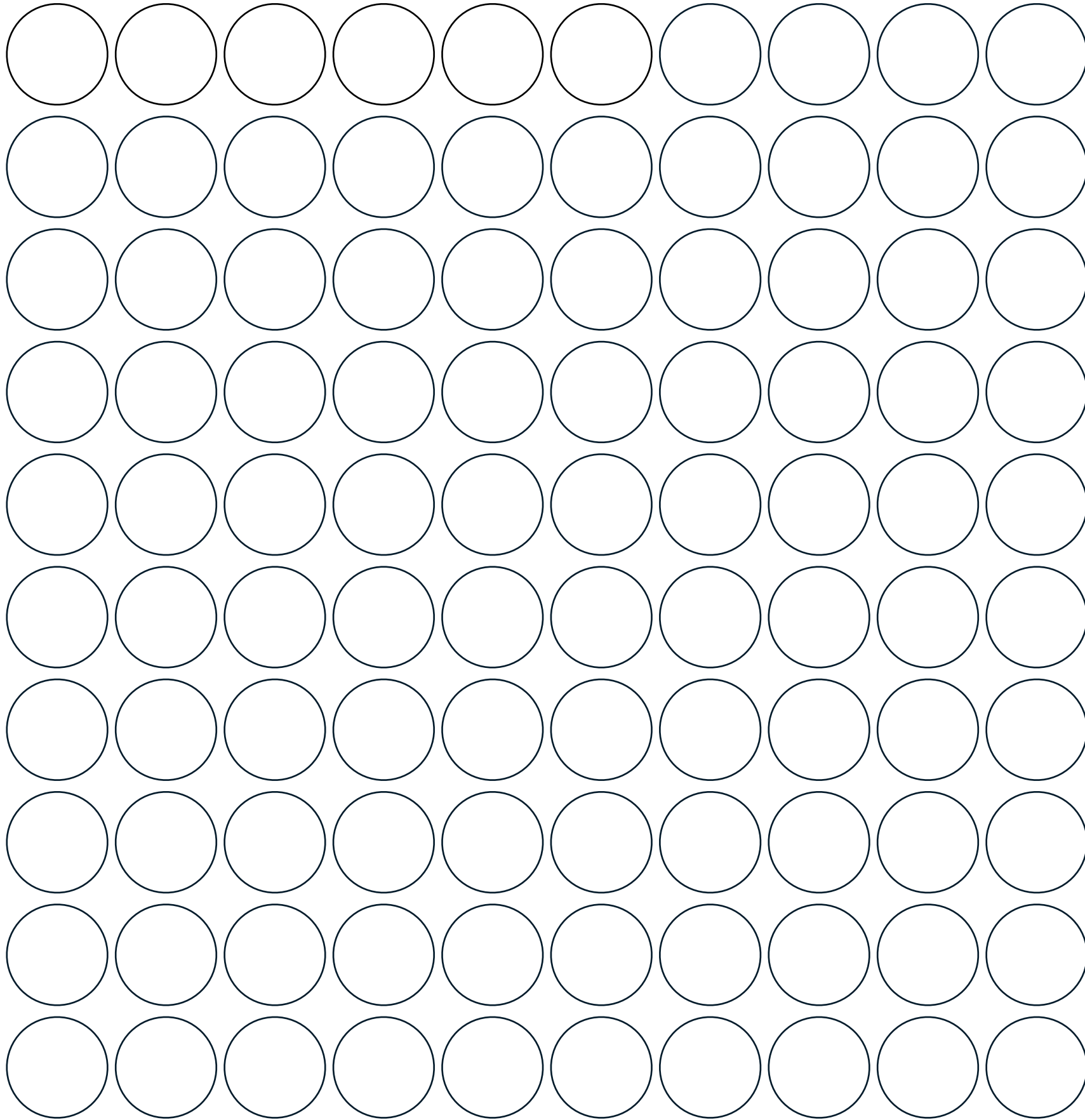
INSEAD



The Business School
for the World®

TOP PERFORMING CEOS AND CMOS

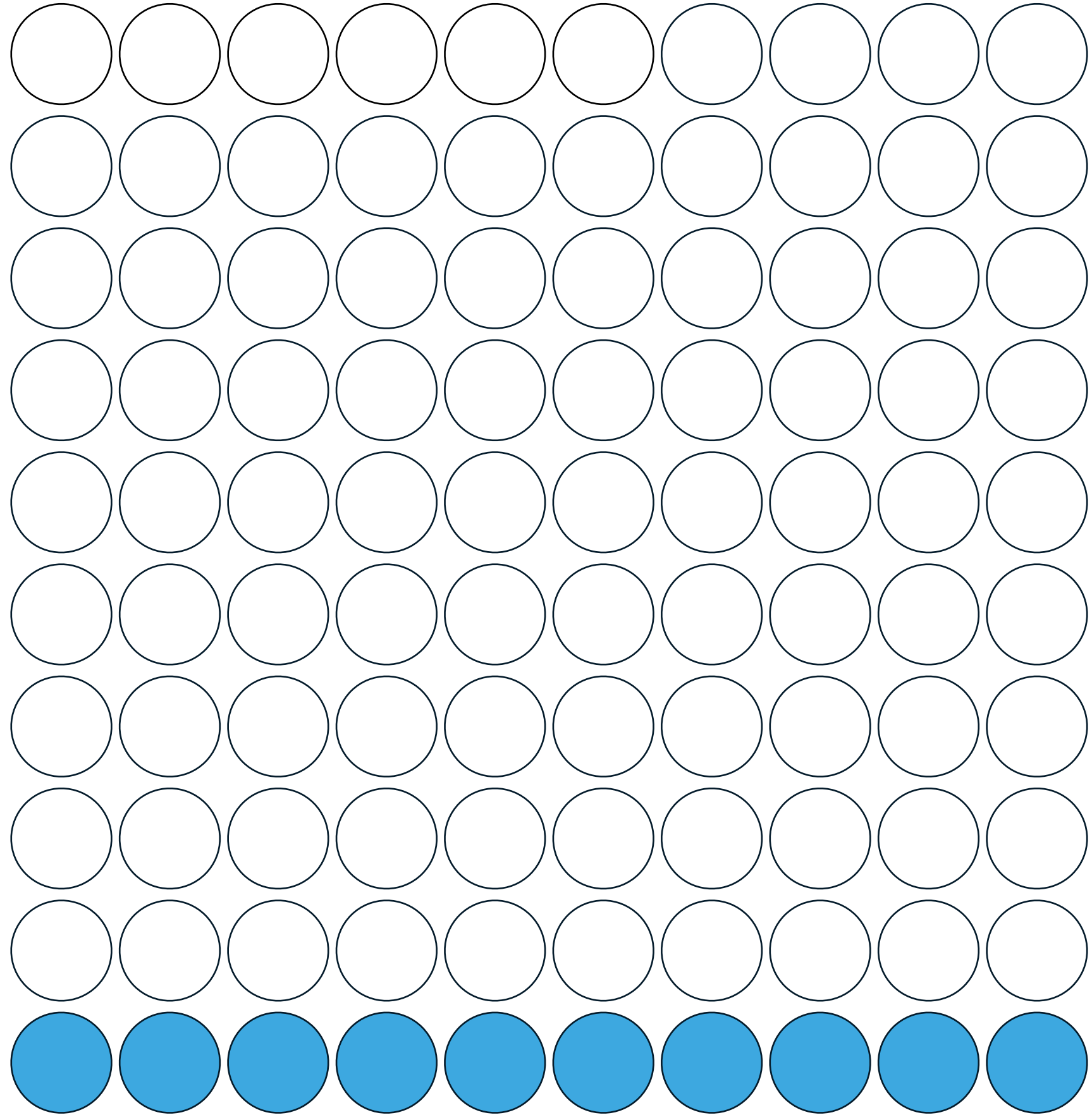
Superior ratings—100 leadership skills and personality items



Differences in superior ratings for highly rated top performing CEOs and CEOs (paired samples t-test, significance < 0.1)
Source: INSEAD Leadership Database (GELI), Thomas Barta

TOP PERFORMING CEOS AND CMOS

Superior ratings—100 leadership skills and personality items

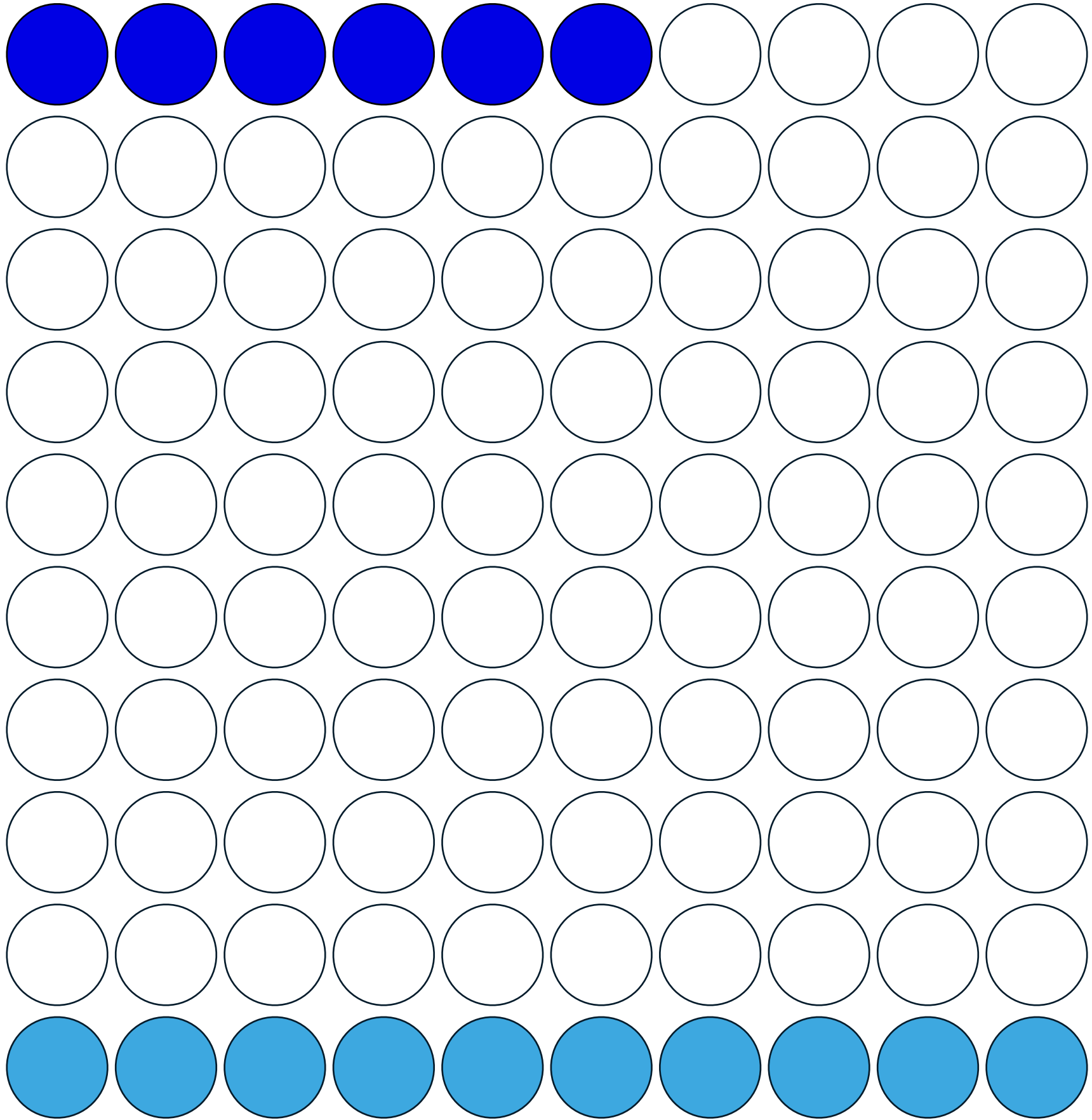


CMOs perform better (10)

Differences in superior ratings for highly rated top performing CEOs and CEOs (paired samples t-test, significance < 0.1)
Source: INSEAD Leadership Database (GELI), Thomas Barta

TOP PERFORMING CEOS AND CMOS

Superior ratings—100 leadership skills and personality items



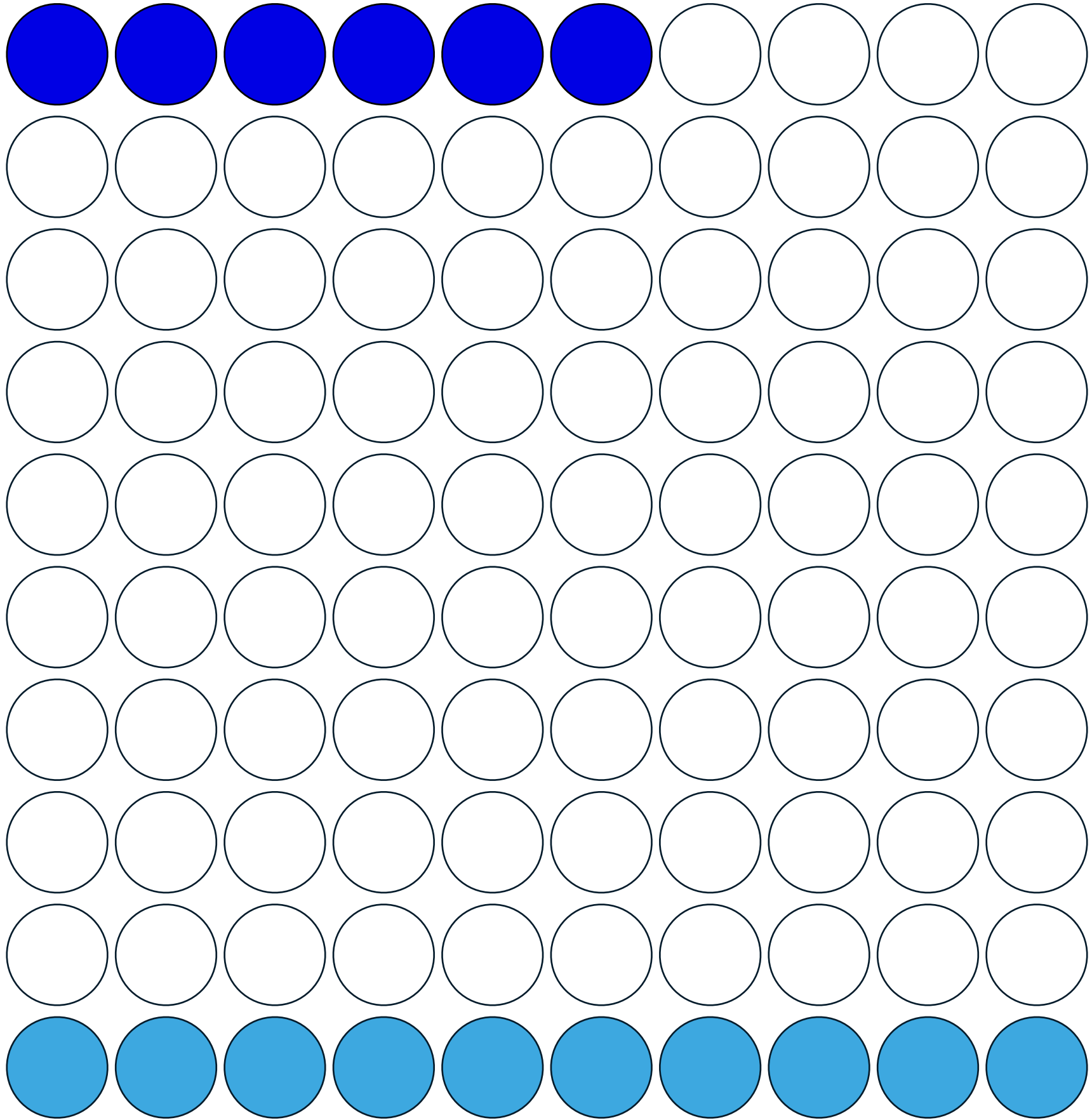
CEOs perform better (6)

CMOs perform better (10)

Differences in superior ratings for highly rated top performing CEOs and CEOs (paired samples t-test, significance < 0.1)
Source: INSEAD Leadership Database (GELI), Thomas Barta

TOP PERFORMING CEOS AND CMOS

Superior ratings—100 leadership skills and personality items



CEOs perform better (6)

No difference (84)

CMOs perform better (10)

Differences in superior ratings for highly rated top performing CEOs and CEOs (paired samples t-test, significance < 0.1)
Source: INSEAD Leadership Database (GELI), Thomas Barta

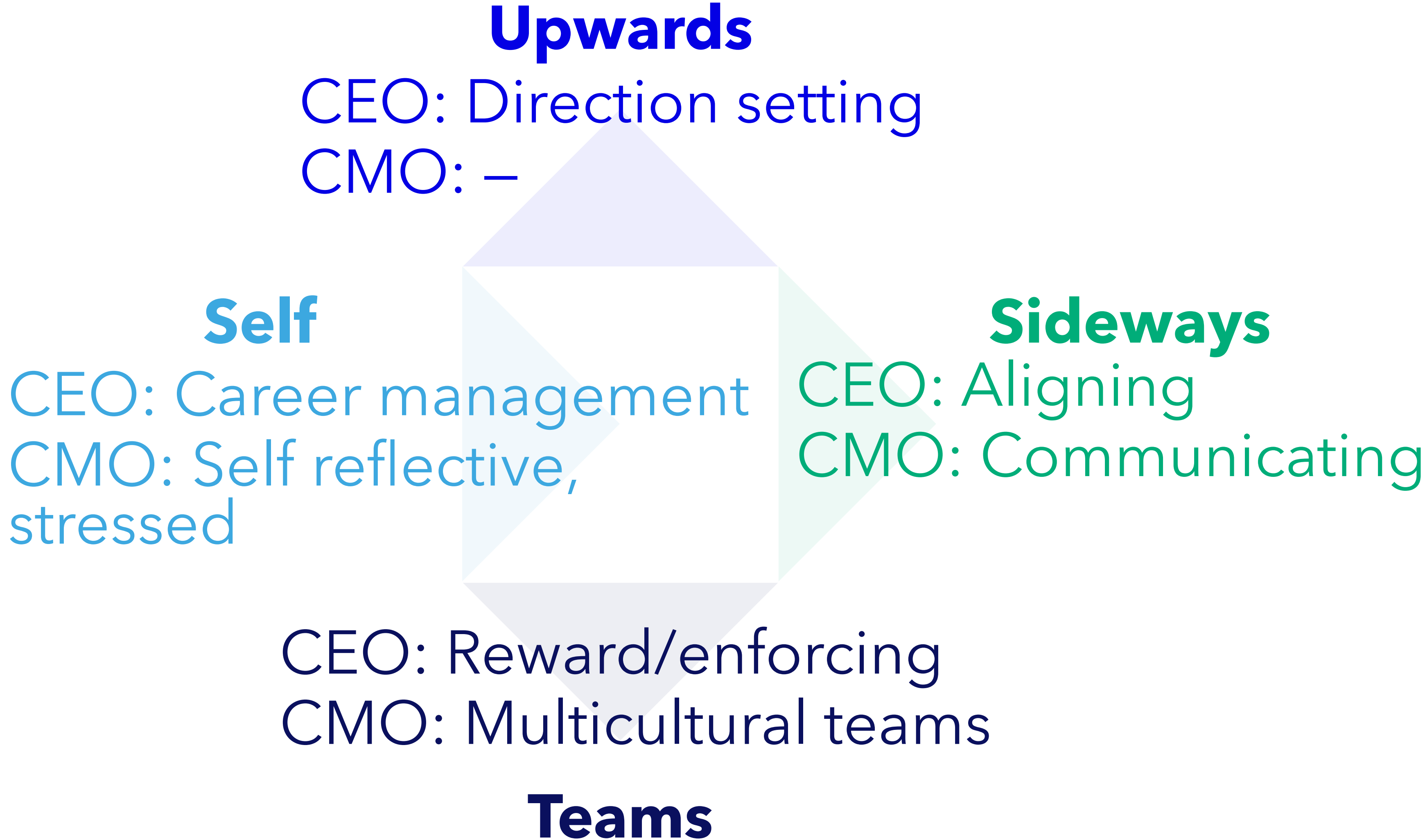
TOP PERFORMING CEOs AND CMOS

Superior ratings—100 leadership skills and personality items



TOP PERFORMING CEOS AND CMOS

Superior ratings—100 leadership skills and personality items

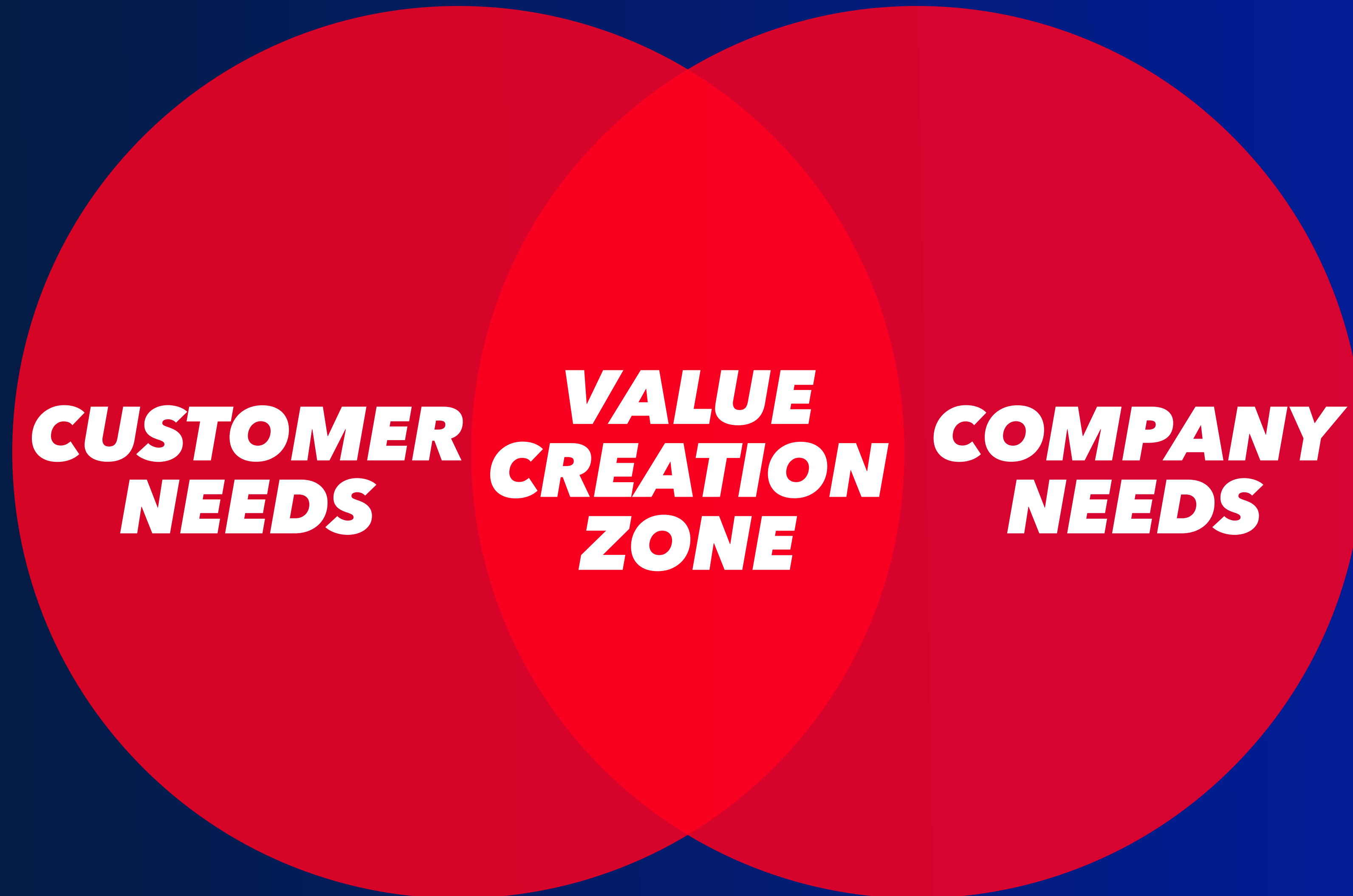


**TO BECOME CEO,
BE THE BEST CMO
YOU CAN
POSSIBLY BE**

STEPS TOWARDS A CEO ROLE

**#MAXIMIZE
YOUR VALUE
CREATION
ZONE**

THE VALUE CREATION ZONE

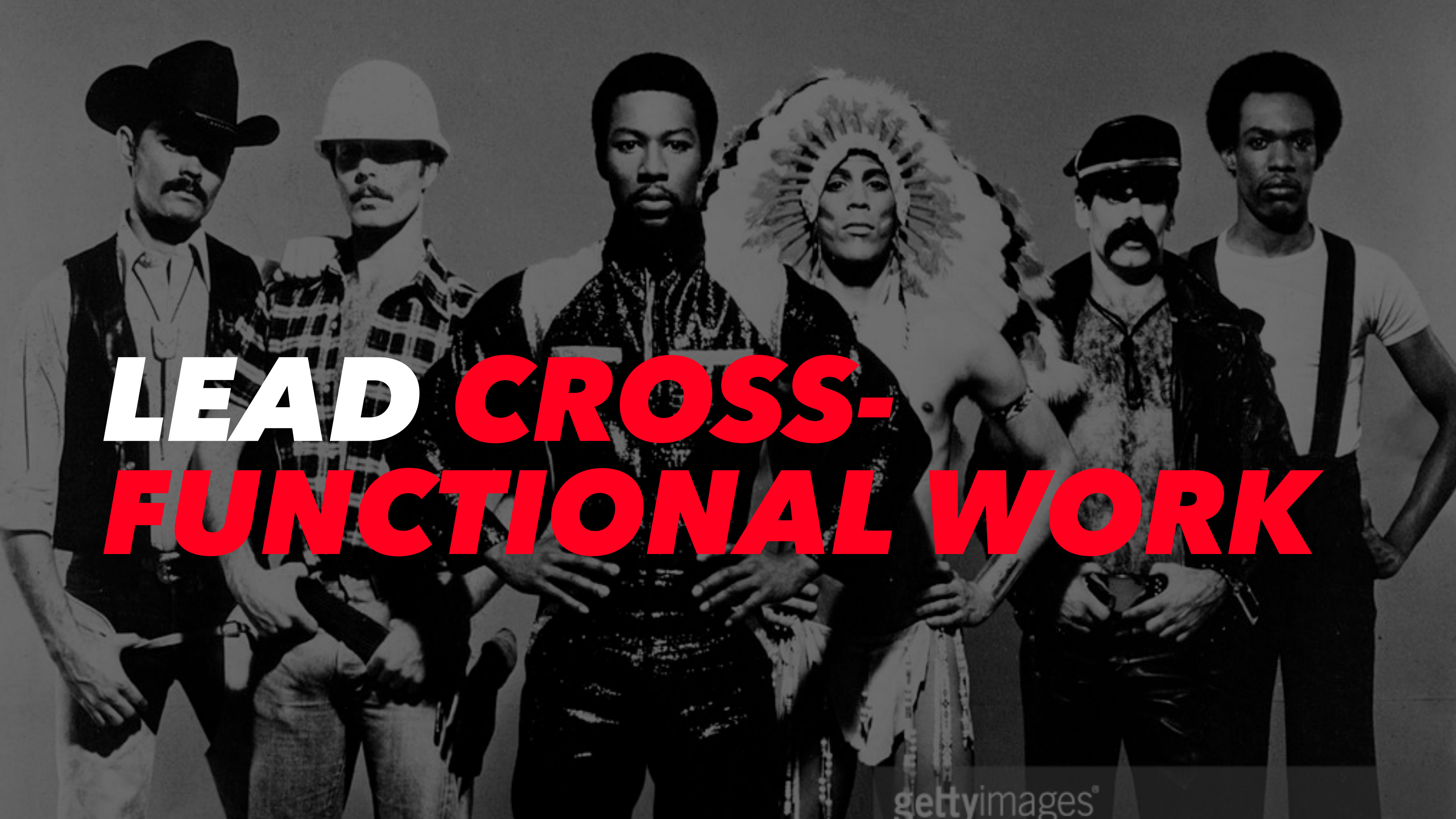




**GET A P&L
(OR LEAD PRICING)**



***MAKE YOUR
TEAM A
PERFORMANCE
ROLE MODEL***



**LEAD CROSS-
FUNCTIONAL WORK**



BUILD NEW NETWORKS

**(... WITH CEOS,
CHAIRPEOPLE,
MENTORS)**

TELL PEOPLE



A GROTESQUE APPLE

A DAY KEEPS THE DOCTOR AWAY AS WELL.



THE RIDICULOUS POTATO

ELECTED MISS MASHED POTATO 2014.



THE FAILED LEMON

FROM THE CREATOR OF THE LEMON.



A HIDEOUS ORANGE

MAKES BEAUTIFUL JUICE.



THE DISFIGURED EGGPLANT

SO CHEAP IT COULD



AN UGLY CARROT

WHO LOVES BEING A

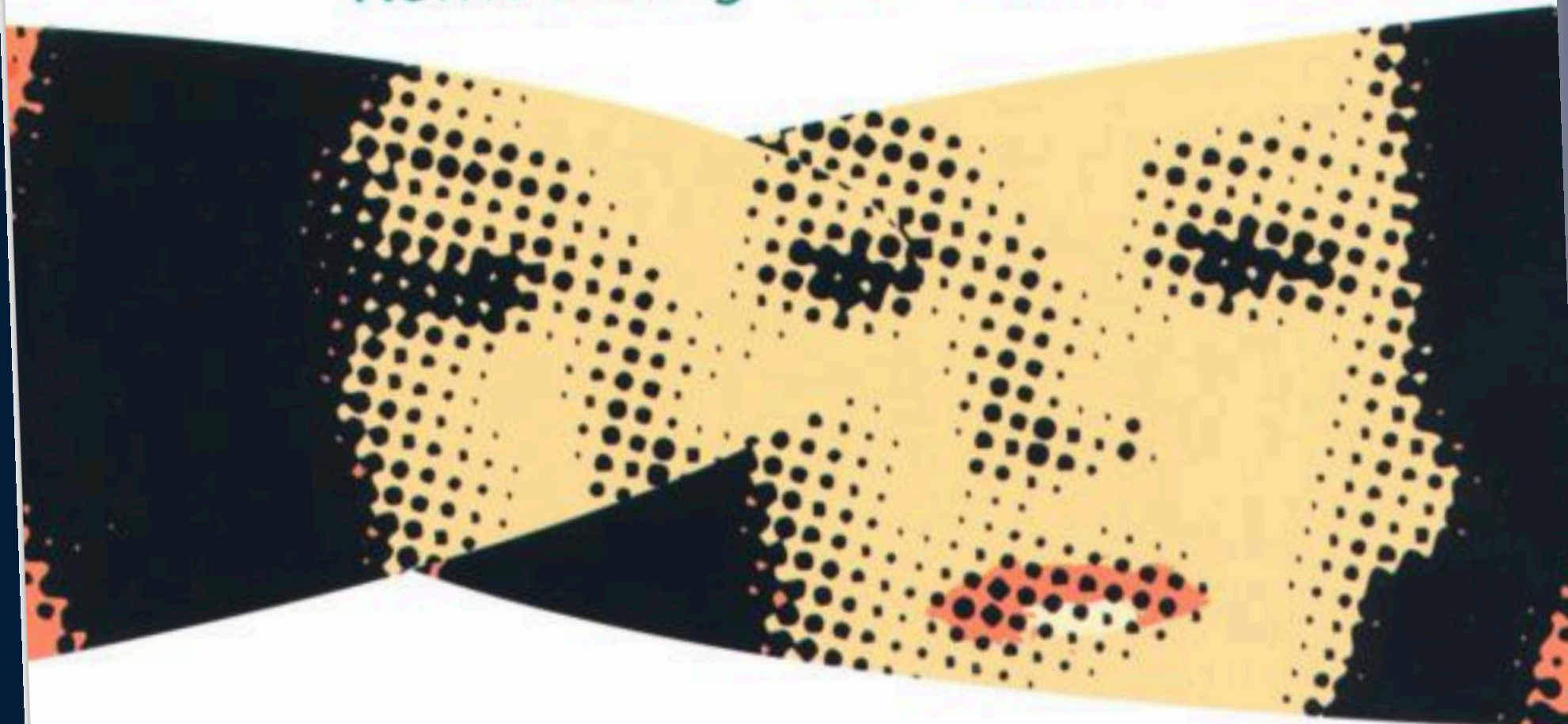


VALUE THE IMPERFECT OPPORTUNITY

Copyrighted Material

Working Identity

*Unconventional Strategies for
Reinventing Your Career*



Herminia Ibarra

***REWRITE
YOUR
STORY***



#1



#2



GO BIG