Welcome to your new role!

As a CMO, you are expected to be well organized, strategic and decisive — focused on business outcomes. Think of your first 100 days as the springboard from which you develop and execute your long-term vision. Gartner for Marketers can help with your transition by equipping you with the tools and insights you need to do this effectively.

Use this timeline and checklist to guide you through your transition and reach out to your Gartner representative if you have questions.

First 100 Days Roadmap

Source: Gartner
The First 100 Days: A CMO Checklist

Like all executive jobs, your work doesn’t begin on Day 1. In fact, it begins in the days and weeks before you show up in the office for your first day. Here’s a step-by-step framework to set you up for success.

Prepare Phase (Days −10 to 15)
- Evaluate and validate cultural fit
- Understand and align with your CMO role — scope, influence and objectives
- Develop conversational fluency
- Get to know the team
- Meet others in your organization
- Determine corporate goals and priorities

Assess Phase (Days 0 to 30)
- Evaluate marketing maturity
- Assess organizational structure, staffing, and agency relationships and needs
- Evaluate marketing spend for the past three years
- Gain deeper customer insights by meeting with customers, the insights team and sales
- Identify marketing metrics and key performance indicators (KPIs)

Plan Phase (Days 15 to 45)
- Assess and address capacity for change
- Update the marketing strategy and develop your initial strategic plan
- Craft investment plans for early wins

Act Phase (Days 30 to 80)
- Gain buy-in and alignment with the CEO, the executive team, and key stakeholders on your role, marketing’s objectives and KPIs, and key imperatives
- Prove your strategic assertions in small-scale programs
- Draft assessment of marketing organization strength, weakness, opportunity and threat (SWOT) analysis, and potential impact to business
- Kick off a test project and create a case study to gain legitimacy
- Understand people and process dynamics in the execution of work
- Review, validate and rehearse your plan
- Execute a postmortem review and reflect on how far you've come since day 1

Measure Phase (Days 45 to 100)
- Validate or invalidate assertions
- Identify new insights, investments and refinements
- Deliver just the facts: Use data to tell your story and review your KPIs
- Roll out new marketing organization refinements and updated operational processes

To learn how Gartner for Marketers can help you in your new role, and achieve all your mission-critical priorities over the next 100 days and beyond, start here.