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# 5-Step Framework to Navigate Marketing Transformation

Marketing leaders often feel ill-equipped to successfully guide their teams through change. But not addressing it can impair employees' ability to deploy the five foundational capabilities they need to implement change. Gartner for Marketers offers a framework to help managers diagnose and resolve barriers. Use this worksheet to identify the top needs, action steps and change owners needed to ensure your team's success.

## This framework helps you to:

**Educate managers about their critical role in helping their teams navigate change**

**Prepare marketing leaders to hold dialogue sessions that surface team needs and local actions**

**Prompt managers to elevate unresolved challenges to change leaders**

**Improve business impact and perceived value across the organization**

## How Gartner for Marketers Helps You

Apply this framework to any change scenario for:

- New go-to-market strategy
- Digital transformation
- Organizational transformation
- Management transformation
- Cultural transformation
- New marketing technology solutions

Taking an agile approach to change? Apply agile by carving out a subset of marketing work as a test initiative. Learn more about agile marketing practices with this complimentary research.

## Want to learn more?

Gartner for Marketers clients have access to additional tools and resources like this framework as well as experts to help identify areas of improvement with objective advice and solutions.

**Talk to an expert today.**

# Change Management Template

This framework is intended for you to identify your team's capabilities as well as potential needs and action steps to tackle any change.

| Capability | Top Needs | Action Steps | Owner |
|---|---|---|---|
| **Comprehension**<br>Understanding of how to get the job done | (e.g., accessing info when needed) | (e.g., consult IT experts about workarounds) | |
| **Agility**<br>Ability to adjust to new conditions | (e.g., relieving stress created by this change) | (e.g., rebalance workload across team) | |
| **Network**<br>Understanding of how to get the job done | (e.g., getting help with unexpected requests) | (e.g., find subject matter experts) | |
| **Direction**<br>What we should and shouldn't be doing | (e.g., deprioritizing lower-value work) | (e.g., consult high-performing peers) | |
| **Outcome Expectations**<br>Beliefs about future conditions and contingencies | (e.g., predicting work decision outcomes) | (e.g., learn strategic assumptions and contingencies) | |

Source: Gartner

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