CMO Mission-Critical Priorities (MCPs)

MCPs	Leading a Future-Fit Marketing Organization	Building AI-Powered Marketing Operations	Adapting to the New Rules of Customer Engagement	Driving Brand-Led Growth
	Only **14%** of CMOs influence enterprise growth strategy decisions	Only **30%** of CMOs report mature AI readiness despite spending 15.3% of their budget on AI initiatives	**2 in 3** consumers say brands produce too much AI slop in their marketing content, making them less trusting of brand messaging.	**60%** of business leaders do not consider brand strategy as a primary factor when setting growth priorities
Journey Steps	Reset CMO Leadership and Marketing's Role	Set Marketing's AI Strategy	Assess Impacts of AI on Customer Behaviors	Redefine Brand's Role in the AI Era
	Renegotiate and Strengthen C-Level Alliances	Identify and Prioritize AI Use Cases	Adapt Customer Journeys and Segmentation	Reformulate the Brand for Humans and Machines
	Update Roles and Structure for Strategic Value	Build Operating Model and Data Foundations	Optimize Content for Discoverability and Relevance	Launch and Activate the Brand Growth Engine
	Drive Acquisition and Growth	Reprioritize Investments in Partners and Tech	Transform Channel and Media Strategy	Monitor and Operationalize Brand Trust
	Lead Marketing and Enterprise Transformation	Scale AI Governance and Value Creation	Measure and Optimize Customer Engagement	Communicate the Impact of Brand on Growth

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