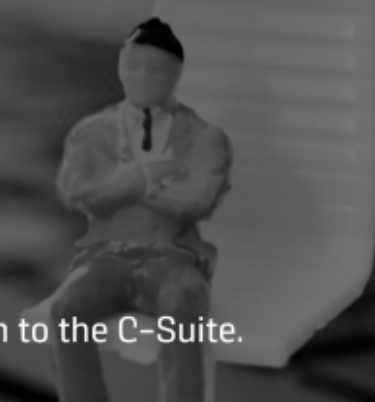


IT'S TIME AGRI-MARKETERS START THINKING LIKE CEOs

5 things you can tackle today if you want to pave a path to the C-Suite.



Did you know 1 in 4 CEOs have a background in sales or marketing?¹ Marketers are in a unique position to have a significant impact on many key areas of the organization. In the interest of driving true organizational change, **agri-marketers should place their focus on the following five areas:**

1. DEMONSTRATE INTENTIONAL LEADERSHIP:

Craft your [Leadership Agenda](#) and become an authentic leader by sharing it with others.

2. DRIVE THE ORGANIZATIONAL NARRATIVE:

Take charge and lead a process to define/redefine your organization's purpose, vision, mission and values. Bring them up to date and be the one to share them internally.

3. HELP FOSTER AN INTENTIONAL CULTURE:

With the consolidation taking place in the agriculture industry, companies are starting to realize how important a strong and unified culture is to the bottom line. Take steps to define your culture and build out an internal communications plan to make it authentic.



Great cultures recruit **49%** more qualified candidates

And highly engage workplaces produce a



10% increase in customer ratings



20% increase in productivity



21% increase in profitability

4. BUILD AN AUTHENTIC BRAND:

Your external brand should accurately reflect your internal culture. It is a matter of authenticity; an imperative in today's increasingly transparent and uber-connected world.

“ Culture is the insiders view of your company; brand is the outsiders view. The key is in getting these two groups aligned around the same story. ”

- David Baker, CEO at Think Shift

5. RE-EVALUATE YOUR GO-TO-MARKET STRATEGY:

Changes in technology have enabled marketers to shift from traditional to digital media platforms, providing a better use of budget, better measurement of results and an overall better return on investment.

¹ Source: <https://www.ama.org/publications/eNewsletters/Marketing-News-Weekly/Pages/quarter-ceos-have-marketing-sales-background.aspx>