

# CMO Accelerator Action Planning



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Name \_\_\_\_\_

3 moments, people, or ideas that shifted my thinking:

3 personal commitments for me to make an impact:

1 \_\_\_\_\_

1 \_\_\_\_\_

2 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

3 \_\_\_\_\_

What will I change to positively influence my organization:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What new expectations will I set for my agency/partners?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

My Headline

\_\_\_\_\_

1-3 BIG THEMES

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

What will I ask of my leadership to unlock greater impact?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How will I share and embed these learnings, and with whom?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_