

## Dell

### Marketing Transformation

#### CLIENT DESCRIPTION

The Marketing Talent and Capabilities team led an effort to better understand the readiness of their marketing teams and their ability to execute Dell's transformation strategy. The goal of this assessment was to understand their capabilities at a macro level, to share those insights with management, and to build targeted programs and curriculum to up-level our marketing capabilities. They wanted to ensure that Marketers have the right functional, technical, teaming and leadership skills to build and activate differentiating customer solutions.

#### THE CHALLENGE

The marketing transformation lacked an agreed set of program measures of success and understanding of the competency gaps across the marketing organization. Therefore, Dell was not in a position to track and monitor progress lacking this 'baseline understanding' of the current state. This led to a limited ability to target competency development initiatives to support the organizations transformation.

The results of the diagnostic assessment helped Marketing Talent and Capabilities systematically identify, prioritize, and deliver improvements to our marketing trainings and development programs. The identification of specific capability gaps helped all marketing leaders understand our organizational strengths and gaps and the specific areas for development.

#### THE SOLUTION

For individuals the following questions were addressed:



The Dell marketing skills self-evaluation tool was part of Dell's enhancement of employee career development and an extension of Dell's Marketing Career Development Guide.

- The tool helped users identify strengths and those skills that present the best development opportunities for their current role.

The self-evaluation tool allowed users to see the marketing skills required to develop for a potential future position.

- They assessed their current marketing skills against those required for a future position.
- Used the tool to identify those skills that present the best development opportunities for a potential future position.
- Used the tool to identify a potential future position that fits well with current skills.