AUTHENTIC®

AUTHENTIC GROWTH® EXECUTIVE MAP™

Marketing clarity. Strategic direction. Confident decisions.

The Authentic Growth® Executive MAP™ is a four-week, CMO-led planning engagement that helps leadership teams evaluate their current marketing strategy, identify their greatest opportunities, and establish a clear path forward.

4 Weeks

Duration

Start to finish

CMO-Led

Executive Expertise

Expertly matched to your business

$15K

Fixed Fee

One-time investment

WHY CONSIDER AN EXECUTIVE MAP™?

Last year's marketing playbook has already expired. As the technology and strategic landscape change faster than ever, important questions begin to surface:

- **Are we investing in the right priorities?**
- **Is our brand and messaging still competitive?**
- **Do we have the right people, partners, and capabilities?**
- **Are we leveraging AI and marketing technology effectively?**
- **Is marketing aligned with our business strategy?**
- **What should we prioritize over the next 90 days — and beyond?**

You can't afford to rely on past experiences or assumptions. Gain the perspective of an experienced Authentic CMO — backed by the collective experience, proven methodology, and insights derived from helping hundreds of organizations strengthen their marketing strategy, leadership, execution, systems, and teams.

WHAT TO EXPECT

Four weeks → An expert assessment of your marketing program and growth readiness.

- Executive stakeholder interviews
- Brand, messaging, and positioning
- Marketing resource and organizational assessment
- Marketing investment and resource alignment
- Review of current marketing strategy and initiatives
- Competitive landscape review
- Technology and operational capability review
- Baseline scoring through Authentic's proprietary marketing assessments

WHAT YOU'LL RECEIVE

Three core deliverables for your leadership team.

1 **Marketing Action Plan (MAP)**

A prioritized 90-day plan identifying the highest-impact initiatives that create the greatest momentum for your business.

2 **High-Level Authentic Growth® Roadmap**

A 12–18 month roadmap outlining the strategic priorities, capabilities, and organizational evolution needed for future growth.

3 **Marketing Resource Recommendations**

Strategic guidance for aligning talent, partners, technology, and investment to support your business goals.

YOUR PATH FORWARD

The Executive MAP™ is intentionally designed as a complete, standalone engagement. Following completion, you may choose to:

- Execute the recommendations using your internal team.
- Continue with ongoing Authentic Fractional CMO™ leadership to guide strategy and implementation.
- Engage an Authentic Marketing Coach to develop and support your existing marketing leader.

WHY AUTHENTIC?

Authentic® is a Fractional CMO and marketing transformation firm that helps growing organizations Overcome Random Acts of Marketing® through experienced executive leadership, proven methodology, and disciplined execution.

Overcome Random Acts of Marketing®

We are Authentic®. Tested. Trusted. True Executives.

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