



Questions to Consider When You're Building and Assessing Your Media Team

High-performing teams can mean the difference between success and failure. In a rapidly changing media landscape, organizations cannot afford to leave any critical skills on the table. Here are some questions to ask to help you assess the capabilities you need and identify factors that will impact your team's performance.

- » Do my board and shareholders understand and support the need for change?
- » Does my team have the right combination of skills necessary for the future?
- » Do individuals on my team bring the breadth of perspective and experience necessary to properly evaluate opportunities in a dynamic, ever-shifting marketplace?
- » How strong or deep is the global experience base on my team?
- » How critical is industry experience versus specific functional experience for key roles on my team, specifically among newer roles or disciplines?
- » What is the current state of our content, marketing, analytical and strategic capabilities?
- » Do we have integration challenges to navigate as a result of recent or planned M&A?
- » Does my team work together effectively and demonstrate a learning agility?
- » How do the people on my team fit with the organizational culture we have (or are trying to build)?



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