



CMO ADVISERS

The Marketing Readiness Self-Check

A 5-minute diagnostic on whether marketing is your real growth constraint.

Built and used in the Executive Marketing Readiness Review

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HOW TO USE THIS

Honest answers, five minutes.

This is the same diagnostic framework I use in the paid Executive Marketing Readiness Review. Twelve questions, four per dimension. Answer yes or no to each. Be honest. Tally your answers at the end.

There are three dimensions:

- 1. Leadership Ownership.** Who actually owns the growth number.
- 2. Growth Engine Viability.** Whether marketing produces predictable pipeline.
- 3. Governance and Financial Alignment.** Whether marketing is governed like a P&L or treated like overhead.

The dimension with the most “no” answers is most likely your real growth constraint. The scoring guide is on the last page.

One ground rule:

If you have to think for more than five seconds before answering, the answer is “no.” Hesitation is a no.

DIMENSION 1

Leadership Ownership

Does your company have a single executive accountable for marketing strategy and growth direction? Or is ownership fragmented across tactics, channels, and people?

- | | | | |
|----|---|------------------------------|-----------------------------|
| 1. | There is one named executive in our company who owns the marketing growth number. | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 2. | That executive has the authority to fire vendors, change agencies, or shift budget without my sign-off. | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 3. | If marketing performance dropped 30 percent next quarter, I know who would be answering for it. | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 4. | The marketing strategy is documented, current, and reviewed at least quarterly. | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
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Count of “no” answers in Dimension 1: _____

DIMENSION 2

Growth Engine Viability

*Does marketing feed a predictable, repeatable process that generates pipeline and revenue?
Or is every new customer a surprise, dependent on a referral or random inbound luck?*

- | | | | |
|----|--|------------------------------|-----------------------------|
| 5. | I can describe the path a typical new customer takes from first touch to closed deal. | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 6. | Marketing produces a predictable number of qualified leads each month, plus or minus 20 percent. | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 7. | If we paused all referrals tomorrow, marketing would still generate enough pipeline to hit our number. | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 8. | There is a documented system that turns content, ads, or outreach into pipeline. Not a hope, a system. | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
-

Count of “no” answers in Dimension 2: _____

DIMENSION 3

Governance and Financial Alignment

Can you answer the three boardroom questions in 10 seconds: what is the marketing budget, what revenue is it responsible for, and who measures whether it worked?

9.	I can state our annual marketing budget without checking.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
10.	I can state the revenue or pipeline that marketing budget is responsible for producing.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
11.	There is a single dashboard or report that the leadership team uses to review marketing performance.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
12.	Marketing performance shows up on the same agenda as sales performance in our leadership meetings.	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Count of “no” answers in Dimension 3: _____

YOUR SCORE**What the answers mean.**

Add up the “no” answers per dimension. The dimension with the most “no” answers is most likely your primary growth constraint.

0 to 1 “no”	This dimension is functioning. It is not your constraint.
2 “no” answers	This dimension has cracks. Worth examining, not yet broken.
3 to 4 “no”	This dimension is likely your primary growth constraint. Fixing it will move the needle more than any new tactic, hire, or channel investment.

What this self-check is, and what it is not.

This self-check is the framework. It is not the determination.

The framework gives you a fast, honest read on which dimension is most likely your constraint. It is enough to start a real conversation internally about what to fix first.

The full Executive Marketing Readiness Review delivers something different: a written, defensible determination on whether marketing leadership is your primary growth constraint, with specific findings and a single clear recommendation. It is built for CEOs who need certainty before making the next hire, agency switch, or budget decision.

If you want certainty instead of a self-score, the next step is a free 15-minute Growth Constraint Diagnostic call.

Schedule the 15-Minute Growth Constraint Diagnostic

Free. No pitch. We talk about your growth history, where it stalled, and whether the EMRR is the right next step for you.

Book online: cmoadvisers.com | Or call Mark directly: (469) 907-1057

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