

PRODUCTIVITY

VERSUS

GROWTH

.....
COMPARING
PROFESSIONAL SERVICES
MARKETING SCHOOLS OF THOUGHT
.....



MINDSET

Marketing is a
Cost Center.



Marketing is a
Revenue Generator

PURPOSE

Keep utilization
high.

Maximize profitable
growth

OBJECTIVE

- Consultant Productivity
- Brand Awareness

- Revenue Growth
- Client Loyalty
- Innovation

APPROACH

Maintain
consistent brand ID
and sales support

Pursue growth
opportunities and
enhance client experience

SKILLS

- Design
- Communication

- Strategy
- Leadership
- Operations
- Digital

METRICS

Activity

Impact