

REBUILDING YOUR MARKETING OR PRODUCT ORG?

Whether you're scaling up or starting fresh, rebuilding a team is more than hiring bodies.

It's about re-establishing vision, culture, and executional clarity. This playbook walks through the key leadership moves to get it right.

01

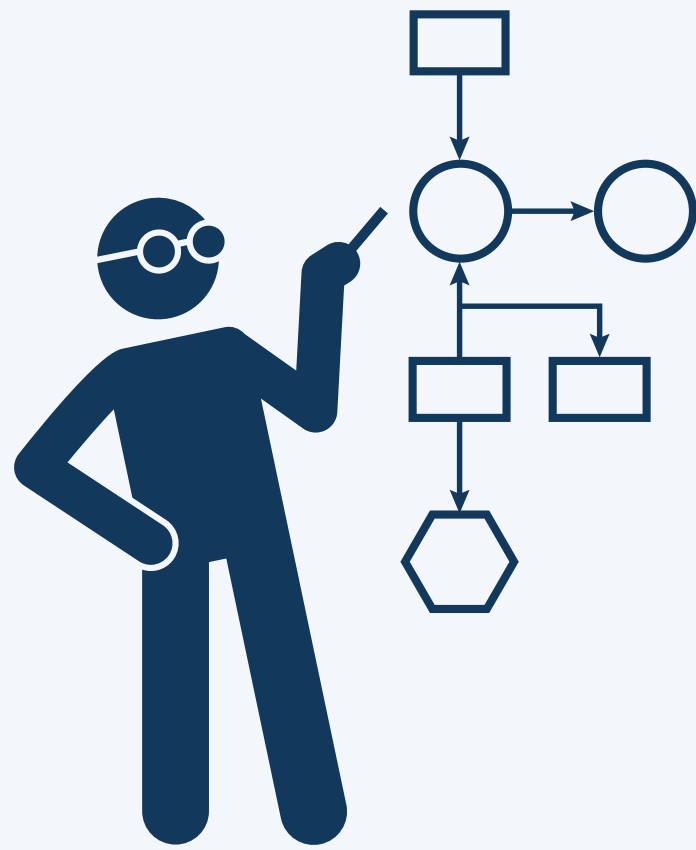
Lead with Vision

Don't start with job titles
- start with outcomes.

Your team needs a clear understanding of what you're building toward, how their work ties to broader business goals, and why now is the moment to act.



02



Structure for Scale

Design a structure that supports both your immediate needs and long-term growth.

Consider decision rights, team interdependencies, and the balance between specialization and agility.

03



Hire for Strength, Not Symmetry

You don't need a mirror image of your last team.

Focus on current gaps in capability, leadership, or execution - and be honest about what you can train versus what must be hired.

04



Set Expectations Early

Teams thrive when expectations are visible and consistent.

Outline how decisions get made, how success is measured, and what behaviors align with your evolving culture - before confusion sets in.

05



Build Trust Through Process

When people are new,
process is your safety net.

Establish transparent
systems for prioritization,
feedback, and reporting to
create stability and reduce
friction as the team ramps
up.

06

Align Teams Around Impact

Activity isn't progress.

Make sure every function - product, marketing, ops - is working toward the same goals.

Define shared KPIs and use them to focus efforts, surface blockers, and celebrate wins.



07



Be Present, Then Step Back

Early leadership is hands-on by necessity - but micromanagement stunts growth.

Provide guidance upfront, then create space for emerging leaders to take ownership and drive outcomes.