

Q3 2024

# CMO EXECUTIVE ROUNDTABLE THE DEBRIEF

## Smooth Seas in 2025:

Navigating the Tsunami  
of Strategic Initiatives

Sep. 27, 2024

An Interview and Q&A with...



John Furneaux, CEO



Dohnia Dorman, CEO

OmniaExec

”

Would I be inspired  
by what we're trying  
to accomplish?

Anyone leading a team must ask themselves this question. Helping people understand how their piece fits into changing people's lives is just fundamentally important to getting a well-functioning, high-performance team.”

### John Furneaux

CEO, Hive

Omnia Exec CEO/Founder Dohnia Dorman interviewed Hive CEO John Furneaux for our third quarter Executive Roundtable. Our virtual interview discussed the challenges and strategies around collaboration and productivity, particularly for marketing and credit union professionals facing complex project pipelines and organizational change. Keep reading for key insights.

2024 Q3 CMO EXECUTIVE ROUNDTABLE

# Dysfunctional & Inefficient Cross-Collaboration Drags Teams Down

## Marketers Collaborate... A Lot

Senior marketing leaders spend 17% more time collaborating on cross-functional initiatives compared to nonmarketing leaders.

Overall, marketing employees spend nearly half of their time collaborating within and outside their business function.



**37% LESS LIKELY TO EXCEED REVENUE TARGETS**



**15X MORE LIKELY TO FEEL BURNOUT**



**84% MARKETING LEADERS AFFECTED**



**9X MORE LIKELY TO LEAVE**

Source: Gartner. 2Q2024 CMO Quarterly

## When Collaboration Goes Sideways, Welcome Collaboration Drag

With burned-out marketing leaders and employees heading to the exits at record rates, cross-functional collaboration has become dysfunctional. Too many meetings, too much feedback, too much time spent garnering support and too much grey area around decision-making create collaboration drag.

The result? From a project perspective: missed deadlines, errors, poor quality and delayed product launches. From a people perspective: frustrated stakeholders, diminishing trust with the marketing team, and overall health and well-being challenges.

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# Bye-Bye Dysfunction. Hello Strategic Collaboration.



## 01. Collaboration and Productivity

While collaboration tools like Slack and Teams promise efficiency, they often contribute to "collaboration drag" when overused or poorly managed. Furneaux emphasized balancing tech use with clear boundaries, like holding smaller meetings with clear objectives.

## 02. Teamwork and Structure

Furneaux highlighted strategies like "skip meetings" (with indirect reports to bypass hierarchical filters) and ending perpetual, recurring meetings to foster efficiency and direct communication. He encourages an "opt-out" mindset where team members leave meetings when they do not add value.

These insights are aimed to empower leaders to prioritize strategically, foster efficient collaboration, and stay agile in adapting to new technology trends.

## 03. Adaptability and Prioritization

With high demands on marketing teams, Furneaux stressed ruthless prioritization, cutting obsolete processes, and embracing agile methodologies. He endorsed the need for flexibility in light of evolving industry demands.

## 04. Empowering with Purpose

To boost engagement, Furneaux recommends leaders connect their teams to a mission and purpose, as studies show younger workers value purpose almost as highly as compensation. For credit unions, this aligns with their foundational mission of people helping people.

## 05. Navigating Tech and AI

Both Furneaux and participants noted the importance of staying informed about AI and tech trends. AI-driven tools for tasks like summarizing meetings can support productivity but need to be integrated thoughtfully to avoid overwhelm.



All the tools your marketing team needs to succeed — in one place. As a Hive Certified Partner, Omnia Exec partners with marketing teams to streamline creative requests, manage campaigns and collaborate with stakeholders while building their capacity, productivity and agility.

Collaboration | Change Management | Process Improvement

# More Inquiries And Information About Us

We're the industry expert helping overwhelmed marketing executives transform high-stress chaos into high-performing strategic collaboration. We help build resilient, agile and productive teams that drive impact.

Does someone on your team need a deeper dive on this content? **Let's connect.** Do you have an upcoming initiative in the next 30, 60 or 90 days, and it is starting to go off the rails? **Schedule a 30-minute call and let us be your sounding board to help you get back on track.** If you want to hear more about our firm's capabilities and how we're helping credit union and nonprofit executives really go from chaos to collaboration, **let's chat!**

## Omnia Exec

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