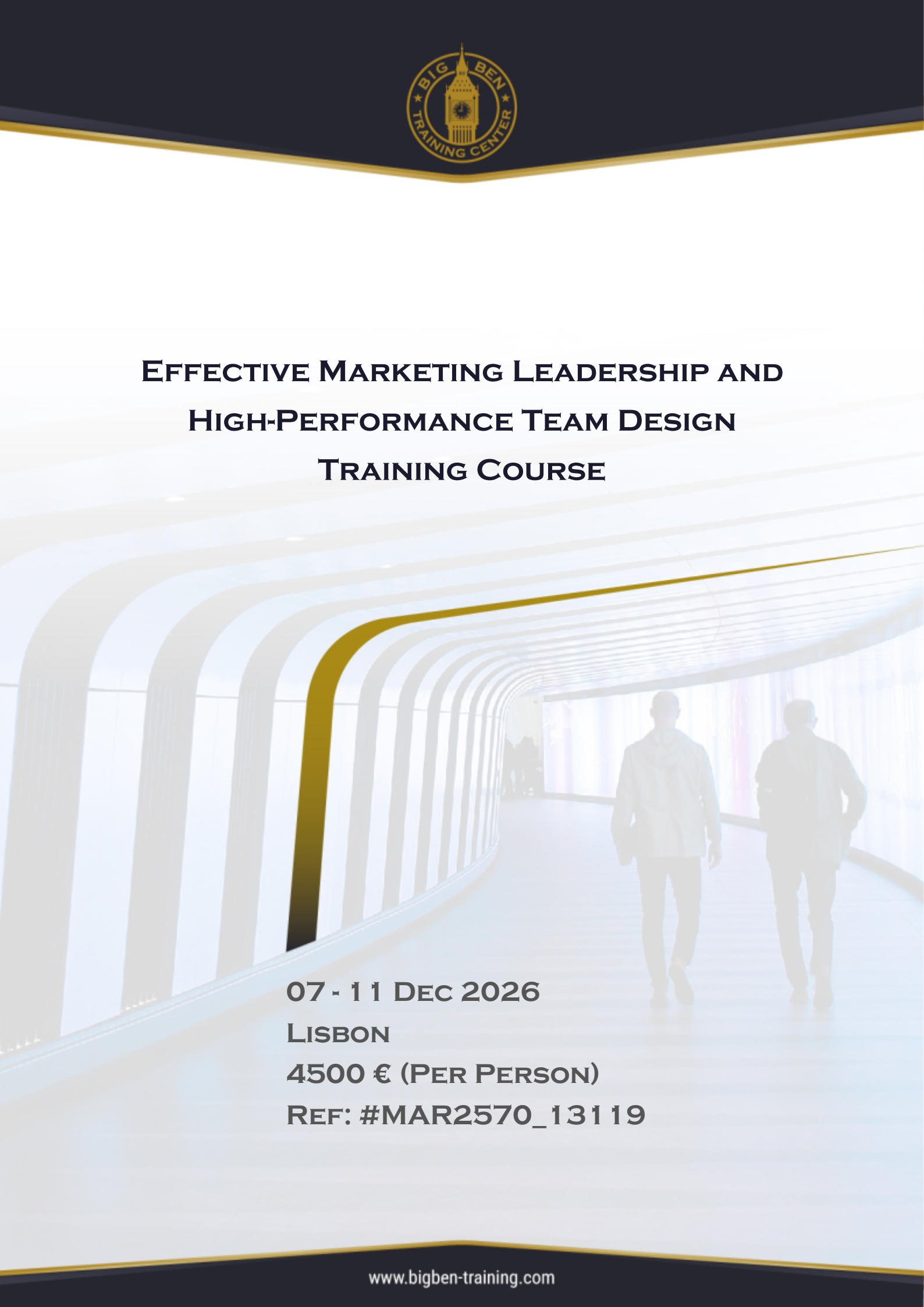
Effective Marketing Leadership and High-Performance Team Design Training Course



07 - 11 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #MAR2570_13119

Course Introduction / Overview:

This comprehensive program is a deep dive into the critical intersection of strategic marketing leadership and the practical mechanics of designing high-performance teams. In today's fast-paced, data-driven markets, a leader's ability to not just manage but build a high-performance marketing team is the key differentiator for sustained competitive advantage. This training course goes beyond basic management theory to provide actionable frameworks for creating a culture of accountability, innovation, and psychological safety. Participants will explore the nuances of marketing team structure and marketing team dynamics, learning how to translate organizational vision into cohesive team goals. The program incorporates insights from leading academic work, including the principles outlined in The Wisdom of Teams: Creating the High-Performance Organization by Jon R. Katzenbach and Douglas K. Smith, which emphasizes that collective work groups can deliver performance greater than the sum of their individual members. BIG BEN Training Center is committed to equipping marketing professionals with the skills to be transformational leaders, capable of diagnosing team dysfunctions, managing marketing team conflict, and ultimately driving team performance. We focus on core competencies like strategic marketing planning, marketing talent development, and implementing robust performance measurement systems. By the end of this course, participants will have a clear roadmap for leading a marketing department to superior results and fostering a culture of continuous improvement, making them highly effective in their roles.

Target Audience / This training course is suitable for:

- Marketing Directors and Chief Marketing Officers (CMOs).
- Marketing Managers and Senior Marketing Specialists.
- Team Leaders oversee marketing projects or cross-functional teams.
- High-potential professionals being prepared for marketing leadership roles.
- Executives and General Managers who need to optimize their organization's marketing function.

Target Sectors and Industries:

- Technology and Telecommunications, characterized by rapid market changes and innovation requirements.
- Financial Services and Banking, needing high-trust and regulated marketing team structures.
- Fast-Moving Consumer Goods (FMCG) and Retail, focused on scale and speed of campaign execution.
- Healthcare and Pharmaceuticals, operating in a highly regulated and sensitive communication environment.
- Government agencies and equivalents, seeking to improve public outreach and campaign efficiency.
- Consulting and Professional Services, where high-performance teams are client-facing and critical for business development.

Target Organizations Departments:

- Marketing and Communications Department.
- Digital and Performance Marketing.
- Sales and Business Development, for better alignment with marketing efforts.
- Human Resources and Talent Management, focused on marketing talent development and retention.
- Product Development and Management, for improved cross-functional collaboration.

Course Offerings:

By the end of this course, the participants will have able to:

- Formulate a clear, inspiring vision for their marketing department that aligns with overall business strategy.
- Design optimal marketing team structures and assign roles to maximize individual strengths and collaboration.
- Apply models for building psychological safety to foster an environment of open communication and managed risk-taking.
- Implement effective marketing performance measurement systems, including Key Performance Indicators (KPIs) and Objectives and Key Results (OKRs).
- Utilize advanced coaching techniques for marketing talent development and continuous skill enhancement.
- Diagnose the root causes of marketing team conflict and apply resolution strategies to maintain focus and cohesion.
- Lead complex initiatives within the marketing function, ensuring team adoption and sustained high output.
- Drive innovative strategic marketing planning by leveraging diverse team perspectives and data-driven insights.

Course Methodology:

The Effective Marketing Leadership and High-Performance Team Design Training Course employs a highly interactive and practical methodology centered on applied learning. The approach includes a balanced mix of mini lectures to introduce key concepts like team development models and marketing team dynamics, followed immediately by hands-on application. Participants will engage in real-world marketing team case studies and simulations that require immediate application of skills like conflict resolution and effective decision-making. A significant portion of the course is dedicated to collaborative exercises, including creating a complete high-performance marketing team charter and designing a talent development plan. Structured peer feedback and group coaching sessions will enhance learning and self-awareness of leadership styles. The use of diagnostic tools will allow participants to assess their current team's level of performance and identify specific areas for intervention, focusing on areas like team accountability and clarifying team roles. BIG BEN Training Center ensures that all activities directly relate to the challenges faced by marketing leaders, enabling participants to leave with a personalized, actionable plan for driving team performance back in their organization. This methodology ensures the skills learned are immediately usable in a real-world setting.

Course Agenda (Course Units):

Unit One: Strategic Foundations of Marketing Leadership.

- The evolving role of the marketing leader and strategic expectations.
- Defining the marketing department vision and its alignment with business goals.
- Understanding strategic marketing planning and its influence on team direction.
- Assessing and enhancing personal leadership accountability and impact.
- Establishing a culture of data-driven marketing team decision-making.
- Reviewing classic and contemporary team development models (e.g., Tuckman, Lencioni).
- Introduction to marketing performance measurement: KPIs and OKRs.

Unit Two: Designing the High-Performance Marketing Team Structure.

- Principles of effective marketing team structure design and resource allocation.
- Defining clear roles, responsibilities, and standards for team accountability.
- Strategies for recruiting and onboarding top marketing talent.
- Building cross-functional collaboration and managing external stakeholder relationships.
- Leveraging team diversity to drive innovation and creative output.
- Implementing a framework for continuous improvement and feedback loops.
- Identifying the need for specialized roles in modern digital marketing.

Unit Three: Mastering Team Dynamics and Psychological Safety.

- Cultivating psychological safety as the foundation of high-performance marketing teams.
- Techniques for facilitating open and consistent marketing team communication.
- Effective managing marketing team conflict through structured resolution processes.
- Addressing the five dysfunctions of a team, focusing on trust and commitment.
- Developing emotional intelligence and empathy in marketing leadership.
- Strategies for inspiring and motivating marketing teams through purpose and autonomy.
- Leading virtual and remote marketing team dynamics.

Unit Four: Talent Development and Performance Management.

- Creating a comprehensive plan for marketing talent development and skill growth.
- Implementing coaching and mentoring culture for continuous improvement.
- The art of providing constructive and continuous performance feedback.
- Linking individual performance to overall marketing team performance measurement.
- Strategies for managing underperformance with fairness and clarity.
- Techniques for delegating authority to foster team ownership and leadership.
- Recognizing and rewarding high-level team performance and contributions.

Unit Five: Leading Change and Sustaining High Performance.

- Developing a leader's mindset for managing change within the marketing department.
- Implementing organizational change models to ensure team buy-in and adoption.
- Sustaining the culture of high-performance and innovation over time.
- Future-proofing the marketing team by focusing on adaptability and learning.
- Conducting a final marketing team health assessment and action planning.
- Reviewing best practices in effective marketing leadership.
- Creating a personal action plan for immediate post-course implementation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Given that psychological safety is a critical precursor to risk-taking and innovation in high-performance marketing teams, how can a marketing leader who has inherited a low-trust environment systematically dismantle fear and instill a culture of vulnerability and open dissent without compromising short-term campaign deadlines.

What unique qualities does this course offer compared to other courses?

This training course is uniquely focused on the dual mandate of effective marketing leadership and the deliberate, strategic design of high-performance teams. Most leadership courses are generic; this one is deeply contextualized for the modern marketing department, addressing challenges specific to rapid digital change, complex analytics, and high-pressure campaign cycles. Unlike programs that merely discuss theory, the BIG BEN Training Center approach emphasizes practical, usable frameworks for marketing talent development and marketing team structure. A key differentiator is the focus on building a sustainable culture of psychological safety and team accountability, moving past superficial team-building exercises to address the fundamental marketing team dynamics that truly drive team performance. Participants will learn to apply models for managing marketing team conflict not as a problem to be avoided, but as a source of creative tension and better decision-making. The inclusion of strategic marketing planning as the anchor for team objectives ensures that leadership is always focused on measurable business outcomes, making this a highly valuable and results-oriented investment in marketing leadership.