

Revenue and Marketing Alignment: Pillar Meeting

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This time with the Revenue and Marketing leadership teams is focused on identifying what needs to be done to achieve shared results. Every meeting starts with the metrics that drive the business forward and the bulk of the time is spent collaborating on how to continuously improve them.

STANDING AGENDA

Metrics that matter

Summary:

Next Steps:

Obstacles to target

Summary:

Next Steps:

Cross-functional issues and decisions needed

Summary:

Next Steps:

WEEKLY THEME

Week 1: Retrospective

Summary:

Next Steps:

Week 2: Rotating based on identified priorities

Summary:

Next Steps:

Week 3: Pacing to target

Summary:

Next Steps:

Week 4: Forecast commit

Summary:

Next Steps:
