

The Snake that Swallows a Rat

Avoiding MarTech
Overconsumption

Aligning

- People
- Process
- MarTech

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The Perfect Setup.

You may have the right people, a solid business case, and the best new technology for the job identified.

All the Right Buy-In.

You may have budget approval
and a mandate to proceed.

Personal Conviction.

You may be confident it's the right next move to improve your sales & marketing efforts.

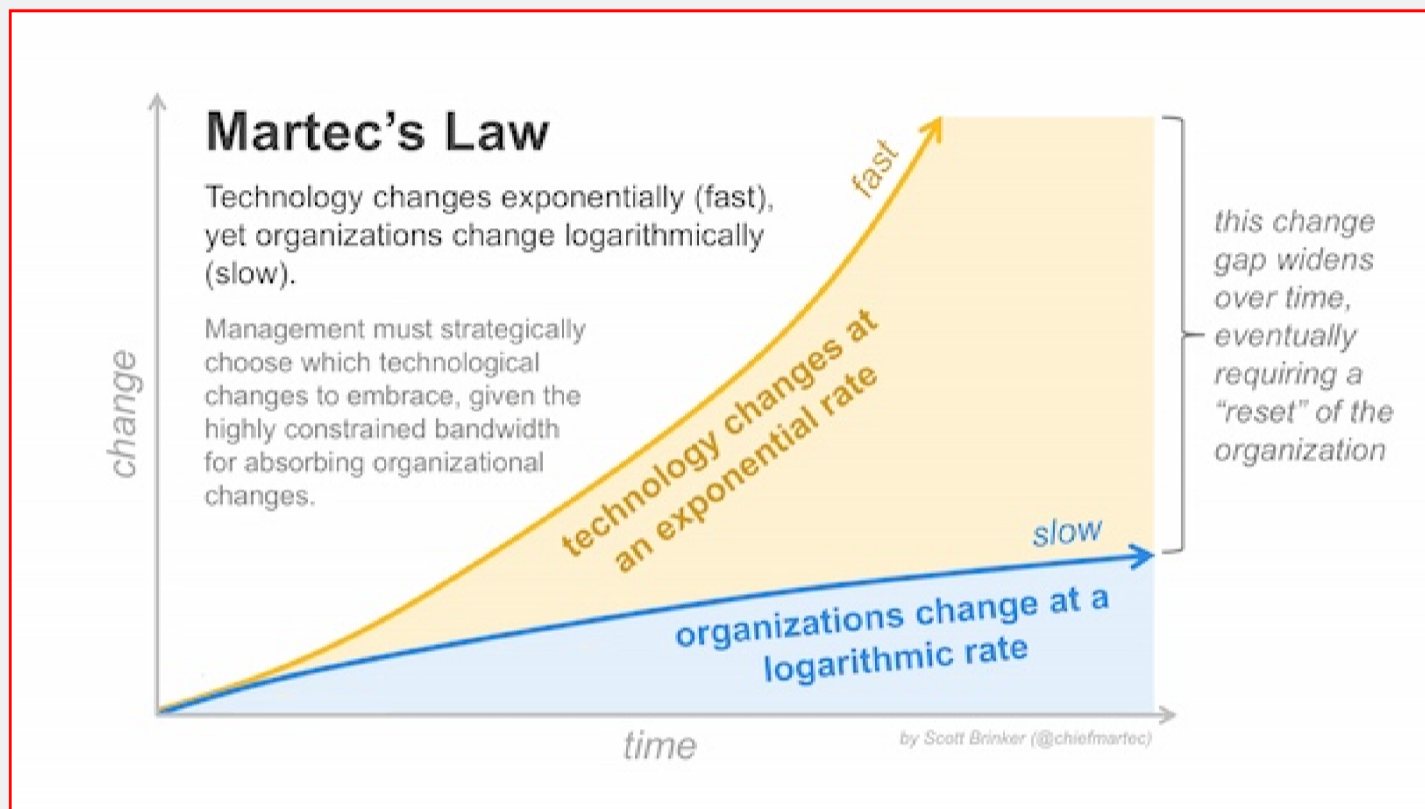
But if you've
already implemented
new technology in the
last 6-18 months

You Will
FAIL.

WHY?

Companies, like living organisms, can only digest so much change at any given time.

MarTec's Law



Scott Brinker put it this way:

**Technology changes *exponentially*,
but organizations change *logarithmically*.**

This is the greatest

Management Challenge

of our era.

But it's often overlooked.

The Snake and the Rat.

Imagine a snake that just swallowed a rat whole. You wouldn't feed it another meal while it's still digesting, would you?

Overfeeding on New Tech.

Pushing more new tech on an organization that's still digesting is counterproductive.

The **Art** of MarTech **Leadership...**

is discerning which
technological changes to
embrace and which to ***defer***.

It's an **Instinct** Thing.

It's about looking at your people and gauging the current level of overwhelm.

And giving them permission to say "no."

It's a **Blocking & Tackling** Thing.

Even if everyone says they're ready for more, you still have to stop. Look at the most recent tech purchase.

***Has it been fully
operationalized yet?***

It's not
Sexy,
It's Shrewd.

***Technology is an
investment.***

One that only pays off if it's

Adopted & Used.

Sometimes your job is to be the
wet blanket that says "***not now.***"

YOUR TURN.

What are your experiences with technology change management?

Share your stories in the comments below.

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