

## Charter Membership Overview

### The Landscape

Over the past year or so, dominance of the finance function has come into question as it has become clear that underlying assumptions do not always hold, that risk cannot be so readily “hedged” away with financial instruments, and that financial returns ultimately must be driven by buyer behavior in markets rather than by deal making.

### The Opportunity

This implosion of the financial sector has created a unique opportunity for marketing to step into the void and reassert itself at the strategic planning table, by bringing credible metrics and processes for informing investment decisions and for managing risk.

### The Premise

Marketing will move from discretionary business expense to board-level strategic investment through accountability and a standards setting “authority” for measuring (forecasting & improving) the financial return from marketing activities.

### The Analogies

As is true for manufacturing and product quality (w/ISO & ANSI) and for accounting and financial reporting (w/FASB & IFAS), so it will be true for marketing and profitable growth (w/MASB).

### The Proposition

MASB is the forum where marketing and finance align on measurement...for reporting, forecasting and improving financial returns from buyers in markets... short-term and over time.

### The Promise

The development of generally accepted and common standards for measurement and measurement processes will significantly enhance the credibility of the marketing discipline, improve the effectiveness and efficiency of marketing activities, and enable continuous improvement over time.

### The Benefits Short-Term

- Three year membership for two year contribution/dues
- 20% discount on summits, conferences & advisory services
- Help understand, select & refine the best dashboard metrics
- Apply MASB learning to current efforts ahead of competitors
- Gain inside track on measurement-based accountability (not behind)
- Hold key to “members only” website content (project output, metrics profiled)
- Engage w/smart, visionary and likeminded peers
- Maintain access to top marketing & finance practitioners & scholars
- Influence MASB Project agenda to meet needs
- Demonstrate wisdom, vision & leadership in the business community

### The Benefits Longer-Term

- Finance will believe marketing’s numbers & financial forecasts
- Organic growth targets will be met more often, inspired by creative strategy & guided by reliably predictive metrics
- Tenures of both CMOs & CFOs will increase
- Marketing will rise to Board Level C-Suite, advising on comparable & non-comparable allocations
- Sustained competitive advantage will be realized, like Japan in electronics & automotive industries w/Deming & TQM
- Charter/Founding designations are permanent for Member Orgs & Reps (Legacy)
- Don’t worry about killing the art of marketing or about competitive advantage:  
Every architect & carpenter needs a measuring stick, but not all build the same houses.