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: _____

Want meeting notes like this with no extra work?

With Hypercontext by Spinach, every meeting has a shared