

# When, I Need, So That

The purpose of this method is to identify each of the different scenarios where marketing leaders need a particular type of marketer - whether it be a role, skill, capability, expertise or industry experience.

● **STEP 1**

The facilitator creates a three-column grid with, “When, I Need, So That” and offers an example or two to get the group going on how the method works.

WHEN	I NEED	SO THAT

● **STEP 2**

Map the scenarios you’ve outlined into the different staffing scenarios outlined below, both for internal teams and talent, as well as external marketing partners.



**CONTRACT**

Short or long term contractors embedded into your team to perform a specific role.



**PROJECT**

Project-based marketing consulting, determined by scope and deliverables.



**LEADERSHIP**

Interim or fractional leaders defining marketing strategy and managing execution.



**DIRECT HIRE**

Recruitment of marketers on behalf of companies for permanent placement.