

## Best Practices Exercise

Barriers	Priority Rank
Obtain an executive sponsor	
Define roles and responsibilities and highlight each other's value	
Align groups, such as collaborative planning for marketing and lead generation strategies, goals, measurement, and shared access to data	
Create a disciplined feedback loop	
Create joint assignments or rotate jobs	
Develop a shared point of view about the customer decision journey	

**Step 1:** Rank each barrier with A for most important, B for mid-important, and C for not important.

**Step 2:** From the list of As, choose the #1 most important barrier.