



49. Becoming a Whole Marketer

With Abigail Dixon, Author and Podcast Host of The Whole Marketer

About Our Guest

Abigail Dixon is an award-winning chartered marketer and consultant, a Fellow of the Chartered Institute of Marketing (CIM), an accredited course director and trainer, and an accredited International Coaching Federation coach. Abigail is also a podcast host and author of [The Whole Marketer](#). Beyond this, she is Director at Labyrinth Marketing, which she founded.

Abigail Shares Two Pivotal Career Moments

- After working for the government and in retail marketing for a period, Abigail recalls reaching the “golden land” of [FMCG marketing](#), which was where she always wanted to be, career-wise, because of the credibility they have in the marketing world.
- Shortly before she founded her own consultancy, she took some time off and discovered coaching. Through coaching, she was able to define her values and understand how to leverage them in her consultancy to help people find true value and fulfillment in their work.

Moving into FMCG Marketing

- In her product marketing based roles, Abigail shares that there was always a kind of disconnect between understanding the marketing needs of a product and the actual development, which was often done by an R&D team offshore.
- The move to a marketing-oriented business allowed the focus of product development to be targeted on the user from the very beginning. This is the golden land where companies develop products and services that actually meet the long-term needs of their consumers.

What is meant by the “Whole” Marketer?

- Holistic
 - o The holistic skills we need include the focus on technical skills as *well* as soft skills.
 - o Do you have the resilience and the can-do attitude to make things happen?
- You as a whole
 - o Defining the meaning of your career in the context of who you want to be in your life.
 - o Taking the understanding of your whole self into your work.

Why Marketing Leaders Should Know Who They Are

- The ability to understand who you are and you like to be around is key in any role, really.
- Knowing how others communicate is vital to developing messages that actually stick.
- Knowing who you are overflows into better communication, better working relationships, and more.

Personality Profiling Tools

- They are useful but not the end result.
- The Insights [Discovery Colour Wheel](#) seem to be the simplest and easiest to remember.
- Ty also likes the [Team Management Systems](#) profiling tool
- It's a power tool when you can understand why others communicate the way they do.

Using Insight to Find Fulfillment in Your Career

- People usually either follow a career path that “happened” to them, or follow in the steps of someone else.
- Role
 - Find things that you enjoy but also naturally highlight your strengths. This includes stretching for growth -- but it is truly what you want to do.
- Personal Fulfillment
 - Choose roles that share the same values you have.
 - Chase after what gets you out of bed.
 - Define your values and find roles that fulfill your soul.
- Personal Alignment
 - Look for roles that align with your life and what you actually believe in.
- Below is the venn diagram from the book The Whole Marketer.



Setting Life Goals (for Marketers)

- Do things that play to your values.
- Building business connections is important, but not more important than the connections in your personal life.
- Goals come from thinking about what you truly want out of life.

How Do Marketers Do This?

- “Don’t run at full pelt.” Your brain gets overwhelmed and you do nothing.

- It becomes a soul goal when it aligns with what motivates you intrinsically.
- Small, incremental movements every day.

The Value of Understanding Challenges

- It helps marketers form a more holistic picture.
- It intrinsically acts as a value-add because marketers have shared the journey and provided a voice.

What To Do When Engagement Isn't a Strength

- Even though you can see the vision, it's not a guarantee.
- You can only help others to the extent you know yourself.
- Gaining buy-in from others rides on how well you understand and empathize with them.
- It's not easy. You may have to have an uncomfortable conversation, but it's about building trust.

Why it's Vital to Understand Your Business's Orientation

- It helps you to understand the scope of your role as a marketer.
- It impacts the level of *your* impact in the organization.
- Check the background of the executives and the sales team to gauge their orientation.
- If you want to make organizational change, you need to weigh how much time and energy you're willing to contribute to the change.

What Does Market-Orientation Look Like?

- There's at least a CMO present!
- There's a marketing insights team doing deep research.
- The organization is not intensely focused on product-orient development, but puts the user first.

What's the Difference Between a Strategy and a Plan?

- Strategies are typically more long-term, three to five years at least.
- Strategies make you think about what choices must be made to get to your goal.
- Tracking towards something greater is better than making little iterative movements along the way.

Where Do You Start?

- Identify where you are.
- Identify where you want to end up.
- Identify the language and terminology used so you can begin to track your way.
- Big dreams are good as long as you have a strategy to get you there.

Fast Five

1. **What do you believe are 3 essential capabilities or criteria of a high-performance finance team?**
 - o Priority on the goal.
 - o Autonomy to make decisions.
 - o Empowerment to do the job.
2. **How would you describe your team's culture in one word?**
 - o Flexible.
3. **What is one metric that you've successfully used to track and measure team performance?**
 - o Fulfillment.
4. **What book or books have you read that you've found yourself recommending to others, or that you think our audience would gain value from?**
 - o [The Big Leap](#) by Gay Hendricks
5. **What is one skill or capability you wished you'd learned sooner and why?**
 - o Personal understanding, and specifically sitting with your feelings.

Key Quotes

"The power within those organizations was within the sales team." (Abigail)

"Moving into a more marketing-oriented business, the consumer was at the heart." (Abigail)

"(Marketers) need the holistic skills of today to build the business of tomorrow." (Abigail)

"You can't divide your whole team into one of 16 if you know their personality types." (Abigail)

"It may be the best time for marketers to change career paths with all the remote work." (Ty)

"The work I do is built around helping others to grow because it's a personal value." (Abigail)

"It is possible to paralyze yourself with overwhelm." (Abigail)

"Small, incremental movements every single day. That brings fulfillment because they will bring you closer to your goals, as does it play into your values." (Abigail)

"We are part storytellers, part scientists, part politicians." (Abigail)

"We use so many acronyms that most of the time we actually get them wrong!" (Abigail)

"Pushing on an unopened door takes a lot more energy than on an opened door." (Abigail)

"It takes *time* to develop long brand-building activation and messaging." (Abigail)

Contact Abigail Dixon

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Contact Growth Generators

- Find out how Ty and [Growth Generators](#) can help you create a modern marketing team that drives growth using our [5-stage marketing team transformation framework called HiFi](#).
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This podcast was produced by Ty Hayes and edited by Lewis Hallam.