

Chapter 9: The Charter, the Goals, and the WIGs

Table Reference

Every table from this chapter, with what it's for and how to actually use it.

Lead and Lag Measures, Applied to a WIG Dashboard

WIG (Lag Measure)	Paired Lead Measures
MQLs	Campaign send volume against plan; landing page conversion rate; form completion rate by channel
Booked Meetings	SDR first-touch SLA compliance (% of MQLs contacted within target window); sequence completion rate
Pipeline Sourced (\$)	MQL-to-SAL acceptance rate; ABM target account engagement score coverage
Pipeline Influenced (\$)	Content asset engagement rate on active opportunities; nurture program completion rate

Description: Pairs each of the four core lag measures (MQLs, Booked Meetings, Pipeline Sourced, Pipeline Influenced) with the specific lead measures that predict and actually move each one.

How to use it: Use to build your own WIG dashboard's lead-measure column – a lag measure with no paired lead measure is just a number you can watch, not one you can act on.

Weekly WIG Pacing Tracker

Week	Weekly Target	Cumulative Goal	Actual (This Week)	Cumulative Actual	Pacing %
1	1	1	1	1	100%
2	1	2	0	1	50%

Week	Weekly Target	Cumulative Goal	Actual (This Week)	Cumulative Actual	Pacing %
3	1	3	2	3	100%
4	1	4	1	4	100%
5	1	5	1	5	100%

Description: A worked example showing how weekly targets roll up into cumulative pacing against a quarterly goal.

How to use it: Use as the literal template for your own weekly WIG meeting tracker – cumulative pacing, not just this week’s number, is what actually tells you if you’re on track.

Lead Measure Commitments

Lead Measure Commitment	Why It Moves the Number	Example Weekly Goal
Trade show demo sign-ups	A known, proven driver of high-quality MQLs – getting someone to commit to a demo on the show floor converts far better than a badge scan alone	Sign up a specific target number of demo requests per event
System error monitoring (lead assignment, lead scoring)	Errors in these systems quietly suppress or misroute leads before a human ever sees the problem; catching them fast keeps the funnel actually clean	Fewer than 10 open errors in any monitored system at any time
Customer webinar invitations (high-value accounts)	Existing large accounts who attend webinars convert and expand at a higher rate than cold outreach to the same segment	Invite a specific target number of qualified existing customers per webinar
SDR first-touch SLA compliance	Already established earlier in this chapter as a lead measure for Booked Meetings	Maintain compliance above the agreed threshold
Landing page conversion rate	Already established earlier in this chapter as a lead measure for MQLs	Hold or improve rate against the prior quarter’s baseline

Description: Five real example lead-measure commitments (trade show sign-ups, system error monitoring, webinar invitations, SLA compliance, landing page conversion) with the reasoning behind each.

How to use it: Use as a starting menu when your team is defining its own weekly lead-measure commitments for the first time.

Charter Elements

Element	Example
Scope	Marketing Automation, CRM Integration, Data Governance, Analytics & Reporting, Campaign Operations, Tech Stack Management, Email Deliverability, Budget Management, Content Operations & Asset Repository, Brand Systems & Template Governance
Primary Partners	Marketing Leadership, Sales Operations, RevOps, IT/Engineering, Finance
Meeting Cadence	Weekly: MarkOps sync. Monthly: Marketing-Sales alignment. Quarterly: Tech stack review.

Description: The core elements of a MarkOps charter (Scope, Primary Partners, Meeting Cadence) with a real filled-in example for each.

How to use it: Use as a template to draft your own team's charter – vague scope and undefined partners are exactly what make a charter decorative instead of useful.

RACI-Style Responsibility Matrix

Responsibility	Owner	Frequency	Priority
Lead scoring model management	MarkOps	Quarterly	Critical
CRM-MAP sync health	MarkOps	Weekly	Critical
Campaign operations (build & QA)	MarkOps / Campaign Team	Per campaign	Critical
Attribution reporting	MarkOps	Monthly	High
Data dictionary maintenance	MarkOps	Quarterly	High
Compliance & consent management	MarkOps + Legal	Ongoing	Critical
SDR SLA monitoring	MarkOps + Sales Ops	Weekly	High
Marketing budget tracking & variance reporting	MarkOps + Finance	Monthly	High

Description: Eight core MarkOps responsibilities (lead scoring, CRM-MAP sync, campaign ops, attribution, and others) with owner, frequency, and priority for each.

How to use it: Use to audit whether every critical MarkOps responsibility actually has a named owner and a defined cadence, not an assumed one.
