

New VP of Marketing: First 30 Days Audit Worksheet

Use this worksheet to pressure-test the reporting trust you inherited and turn your findings into a 90-day plan.

1. Executive decisions to defend in the next 90 days

- Budget allocation
- Pipeline forecast credibility
- CAC and efficiency narrative
- Board or CEO update

2. Stakeholder interview prompts

- Which number do you trust most right now?
- Which number do you still use even though you do not fully trust it?
- What metric causes the most debate in leadership meetings?
- Where are spreadsheets or manual fixes still carrying the story?
- What reporting caveat keeps coming up but never gets fixed?

3. Source comparison table

Decision | Metric | Source | Current number | Owner | Caveat | Risk level

4. Confidence map

- Directional: useful for trend checks but not deep defense
- Decision-grade: reliable enough for budget and operating choices
- Board-grade: strong enough for executive or board communication

5. 90-day plan template

Days 1-30: _____

Days 31-60: _____

Days 61-90: _____

6. Recommended next move

- Attribution / spend trust problem -> Where Did the Money Go?
- Business question still too fuzzy -> Translate the Ask
- Broader source-of-truth or governance problem -> Data Foundation