

## The PEAKS Framework ©

A holistic system for transforming marketing teams in the age of AI

Five PEAKS Dimensions · Four Transformation Phases · One Integrated System

### What is the PEAKS Framework?

Most marketing transformations fail not because the tools are wrong, but because the approach is incomplete. The PEAKS Framework transforms all five dimensions of a marketing organisation simultaneously, across four structured phases: Define, Design, Deploy, and Drive.

**PEAKS is the terrain. AI is the engine.** Every PEAKS engagement uses AI to accelerate transformation across all five dimensions, building a marketing function that is faster, smarter, and more accountable.

### The PEAKS Transformation Matrix

All five PEAKS dimensions transformed across all four phases, with 20 cells of proprietary IP designed to transform your marketing team.

DIMENSION	01 DEFINE 2-4 wks	02 DESIGN 4-6 wks	03 DEPLOY 8-12 wks	04 DRIVE Ongoing
<b>01 PATHWAYS</b> <i>Process &amp; Workflow</i>	Map workflows & automation gaps	Future-state process architecture	Implement playbooks & workflows	Continuous process optimisation
<b>02 PLATFORMS</b> <i>Technology &amp; Tooling</i>	Martech & AI readiness audit	AI-enabled platform blueprint	Configure, integrate, activate	Monitor, scale & evolve tech
<b>03 POLICIES</b> <i>Governance &amp; Controls</i>	Governance & compliance review	Framework, controls & rights	Embed policies & audit trails	Govern at scale, update for change
<b>04 PEOPLE</b> <i>Capability &amp; Culture</i>	Skills, roles & change readiness	Org structure & training plan	Upskill team, embed ways of working	Build capability flywheel
<b>05 PERFORMANCE</b> <i>Measurement &amp; ROI</i>	Baseline KPIs & measurement gaps	Dashboard & reporting design	Go live: tracking & ROI model	Compound performance continuously

### How to engage with Mount St.

The Blueprint	The Engagement	The Guide
<b>8 weeks</b>  Define and Design. A structured assessment across all five PEAKS dimensions, delivering a prioritised roadmap ready to act on immediately.	<b>24 weeks</b>  Define, Design, and Deploy. Full transformation across all five PEAKS dimensions, from audit and architecture through to implementation and activation.	<b>Ongoing</b>  Drive. Your fractional CMO for the long term, keeping the PEAKS Framework compounding month on month.

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