Illustrative

Blank template: Exhibit J

Pillars in journey order; foundations undivided

Legend: Primary | Supporting | Not used

Events

01 Creation	Mark role
02 Capture	Mark role
03 Acceleration	Mark role
04 Retention	Mark role

Note: _____

ABM

01 Creation	Mark role
02 Capture	Mark role
03 Acceleration	Mark role
04 Retention	Mark role

Note: _____

Search (SEO, paid, AI answers)

01 Creation	Mark role
02 Capture	Mark role
03 Acceleration	Mark role
04 Retention	Mark role

Note: _____

LinkedIn (organic and paid)

01 Creation	Mark role
02 Capture	Mark role
03 Acceleration	Mark role
04 Retention	Mark role

Note: _____

Content

01 Creation	Mark role
02 Capture	Mark role
03 Acceleration	Mark role
04 Retention	Mark role

Note: _____

Email

01 Creation	Mark role
02 Capture	Mark role
03 Acceleration	Mark role
04 Retention	Mark role

Note: _____

Partners

01 Creation	Mark role
02 Capture	Mark role
03 Acceleration	Mark role
04 Retention	Mark role

Note: _____

PR

01 Creation	Mark role
02 Capture	Mark role
03 Acceleration	Mark role
04 Retention	Mark role

Note: _____

Sales enablement

01 Creation	Mark role
02 Capture	Mark role
03 Acceleration	Mark role
04 Retention	Mark role

Note: _____

Outbound

01 Creation	Mark role
02 Capture	Mark role
03 Acceleration	Mark role
04 Retention	Mark role

Note: _____

Webinars

01 Creation	Mark role
02 Capture	Mark role
03 Acceleration	Mark role
04 Retention	Mark role

Note: _____

+1 Revenue Operations — Efficiency: running the engine smoothly

+2 Revenue Enablement — Effectiveness: upgrading the engine

+1 / +2: shared capabilities; never split by row.