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# Engagement Drivers

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## Relevance

**Concern:** The focus and output is too academic and not related to doing the 'real work' of marketing

**Offset:** Emphasize how company job specific contextual factors helped determine the selection of practices and knowledge topics to configure the assessment

## Robustness

**Concern:** The results are not indicative of the true level of expertise of employees

**Offset:** Remind them of the 'one over one' & peer inputs

- Validity based on results of marketing professionals- not MBA students

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## Confidentiality

**Concern:** The assessment results will be utilized against me in some manner

**Offset:**

- Third party administration & hosting
- Data Security measures
- **ONLY** Aggregate results shared with company

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## Time Commitment

**Concern:** I don't have time to commit to exercises like this when there is real work to focus upon

**Offset:**

- Share the actual amount of time required to complete the assessment
- Reinforce the role of the outputs in generating individual development plans

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