

“ **Understanding readiness without context, is like assessing temperature without a season.** ”

We created the Marketing Readiness Diagnostic in response to these two (2) realities.

1. The role of marketing is becoming more complex while.....
2. Most organizations do NOT have an objective way to measure and monitor the 'readiness' of their marketing organization to execute strategy.

Do you know the readiness status of your marketing organization? Does it matter? We believe it does matter and it is measurable!

- Our approach combines a context intensive configuration with actionable data to provide a realistic assessment of readiness at the person, job role and business unit level.
- We have conducted more than 10,000 marketing readiness diagnostics across multiple industries and organizations- this served to validate our approach.

WHAT THE MARKETING READINESS DIAGNOSTIC DELIVERS



Create A Baseline Understanding
Assess the 'current state' vs. 'target state' required across job roles and business units



Status of Job Role Specific Competencies
Link job role competencies to strategies and identify gaps that impact execution of plans



Formulate Targeted Development Plans and Activities
Tailored to individual assessment results and geared to address knowledge or practice gaps



Socialize Performance Standards
Define 'what good looks like' in observable behavioral terms. Identify competency specific 'exemplar performers' to act as peer-mentors/coaches



Identify Alignment Issues that Impact Execution
Between managers and direct reports and peers across job roles in-light of strategies



Transformation Metrics
Monitor change in behaviors and benchmark proficiency vs. target levels



Inform On-Going Coaching Discussions
Identify specific and actionable areas to develop and apply 'on the job'



Increase Employee Engagement
Leverage the results through data driven approach



Transforming the Mindset
Discover the organization's collective 'felt need' for development across the measured competencies

OUR EXPERIENCE

