

GENERAL FAQs

WHAT IS IMPRINT'S MISSION AND VISION?

Our mission is to partner with organizational leadership to leverage and align their talent utilizing science-driven insights to achieve results and help identify and inspire every employee's potential, every job everywhere.

WHAT SERVICES DOES IMPRINT OFFER?

Imprint offers the Marketing Readiness Diagnostic (MRD), the Predictive Index®(PI), and the Talent Optimization Readiness Assessment (TORA). To find out more information on each of these services, please visit the "Our Approach" page and select the service you wish to learn more about.

WHAT SETS IMPRINT APART FROM COMPANIES WITH SIMILAR SERVICES?

Imprint applies science-driven insights that few other companies can provide. After conducting a discovery to understand your landscape, we inform companies on how to leverage those insights to help align their business strategy to their people strategy.

IS IT COMMON PRACTICE FOR BUSNINESSES TO TURN TO IMPRINT EVERY TIME THEY ARE LOOKING TO HIRE?

Our clients partner with us not only to assess required behaviors and skills for new hires, but also to increase the engagement of their existing workforce by aligning their people strategy to their business strategy. This can be accomplished through the use of the Predictive Index® (PI) platform and the Marketing Readiness Diagnostic (MRD).

HOW CAN IMPRINT IMPROVE BUSINESS PRODUCTIVITY?

Understanding what to analyze and how to analyze your employees and potential hires is a critical step in assessing your business strategy and ensuring that it is aligned with your people strategy.

At Imprint, we understand what to analyze and how to analyze it. We collate and organize the people data in a way that is readily accessible, easy to understand and thus ready for actionable and immediate execution.

HOW WILL IMPRINT'S SERVICES IMPACT MY BUSINESS?

The services offered by Imprint will help to ensure that the right employees are hired and that existing employees are properly deployed to the right positions. Our platforms and processes allow organizations to support their employees with self-awareness and readiness capabilities to achieve organizational goals while ultimately decreasing the turnover rate for your business.

WHY SHOULD WE USE ASSESSMENT SERVICES?

Our goal is to apply science-driven insights based on actionable people data to leverage, and align talent to achieve results. Imprint offers a menu of assessments which provide insights on employee motivators, needs, skills, behavior and knowledge.

These assessments coupled with our guidance allow you to analyze both your employees' and potential hires' behavioral motivators required to achieve organizational goals.

I AM INTERESTED. HOW CAN I LEARN MORE?

[Click here to contact us.](#)

WHAT IS THE DIFFERENCE BETWEEN MRD AND PI?

The Marketing Readiness Diagnostic (MRD) is an objective way to measure and monitor the "readiness" of your marketing organization to execute strategy. 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.

The Predictive Index®(PI) is a platform which utilizes proven methodologies to align an organization's people strategy with their business strategy. The subscription model includes access to a data platform, five assessments, frameworks and tools, knowledge transfer and support.

HOW FREQUENTLY SHOULD MY COMPANY UTILIZE IMPRINT'S SERVICES?

The PI is offered as a subscription model while the MRD has various options for deployment. The key for determining the frequency of use of our services is for us to understand your current state as well as your strategy for moving forward. Insights from the discovery process will shape recommendations for how best to facilitate the adoption of our services in your organization.