

MARKETING READINESS FAQS

WHAT IS MRD?

The Marketing Readiness Diagnostic is a competency and skills assessment that helps businesses identify gaps in an employee's key skills and talents, thus improving overall employee productivity and elevating each employee's potential.

HOW CAN IMPRINT HELP ME NAVIGATE USING MRD?

Imprint has the knowledge and experience to help optimize your workplace. We will help you analyze your MRD results, measure employee capabilities and identify areas for improvement.

HOW WILL THE USE OF MRD IMPROVE MY BUSINESS?

The insights and outcomes of the MRD will help your business with development. Identifying and increasing awareness of skills that need improvement are the first steps in helping your employees increase their readiness skills.

HOW LONG DOES THE MRD ASSESSMENT TAKE?

The assessment is very brief, taking about 30 to 50 minutes to complete. The assessment is broken into two modules which each must be taken in a single session and cannot be paused. Because of this, make sure that you set aside time where you will not be distracted or interrupted.

HOW EASY IS IT TO ANALYZE THE RESULTS OF THE MRD?

Imprint provides results that are thoroughly explained and easy to understand, with all necessary pieces of information available to the company. We offer a number of competencies and dynamic dashboard analytics, in order to help you easily define and measure observed behaviors.

WHAT TYPE OF QUESTIONS ARE ON THE MRD ASSESSMENT?

The MRD knowledge assessment section includes a series of multiple-choice, multiple response and true/false questions that evaluate the understanding of core marketing concepts.

The assessment is broken into two sections. The first section is a knowledge assessment that covers the 9 Core Marketing Competencies. The second section is a practice assessment where employees answer questions about their proficiency for each competency.

SAMPLE QUESTION

Deciding which segments to address and how to compete in the market is a key step in developing a marketing strategy. Which of the following actions is NOT part of the process at this early stage?

- a. Selecting tactical programs
- b. Product overview of key features and benefits
- c. Market sizing and competitive analysis
- d. Situational Analysis to include internal and external audits

ARE MY ANSWERS IN THE MRD ASSESSMENT ANONYMOUS?

All answers are anonymous to the employer. However, you may view your own results at any time and have the option to share them with your employer.

HOW WILL I RECEIVE MY MRD RESULTS?

You will be provided with quick scores and an email that explains your individual comprehensive confidential readiness report. Once the deadline has passed and all of the employers have completed the assessment, you will receive a Marketing Readiness Status Report that compares your scores to both internal and external benchmarks.

HOW OFTEN SHOULD THE MRD ASSESSMENT BE TAKEN?

We recommend that employees take the MRD assessment every 18 months, or if there is a change in their job role or the marketing strategy. This is to ensure that the employee is retaining their current skills while learning new ones appropriate to their job role and marketing strategy.