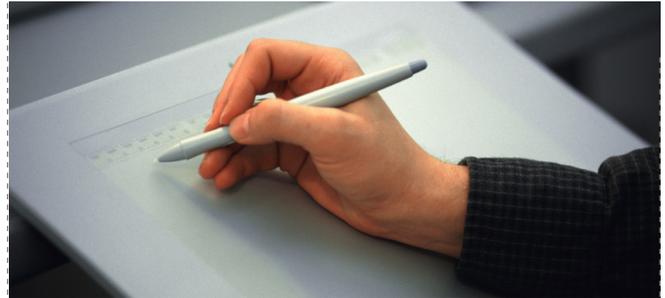


MARKET ORIENTATION DIAGNOSTIC

OBJECTIVE To identify practices and cultural factors impacting an organization's ability to execute a 'market based' approach that increases business performance.



RECOMMENDED USERS

- Leaders seeking to understand their organization's market orientation by identifying the strengths to leverage and the gaps to address
- Individual contributors, managers and leaders across all functional areas

DESCRIPTION

The MOD is a state-of-the-art Cloud-based assessment that reports on pre-defined organizational yet tailored practices as perceived by:

- Directors/Vice Presidents
- First/Second Line Managers
- Individual Contributors

The market orientation dimensions are comprised of:

- Behavioral dimensions focused on specific organization practice areas that impact business results such as profitability, market share and growth:
 - Business processes
 - Organizational systems
 - Top Management emphasis
- The organization's cross-functional view of its performance on these three key dimensions.
- A complete, multi-layer perspective of leaders, first- and second-level managers and individual contributors.

Why assess with the MOD?

Capabilities determine what an organization **can do**. Organizational practices determine what the overall organization **actually does**: Generate, disseminate and respond to market intelligence. The Market Orientation Diagnostic captures and assesses the organization's view of its key market orientation practices in the context of the company's culture and immediate business challenges.



Other Assessment Surveys

1. Focus on personal views

Participants assign importance ratings to capabilities based on attributes that they personally believe are important.

2. Broad and vague

Little or no managerial input into assessment design and interpretation, which can lead to skepticism about relevance and purpose.

3. Soft factors omitted

Not only hard factors but cultural ones impact practices and help shape the performance of an organization.

4. Risk of inexpert perspective

Individuals lacking experience or acumen can drive selections and ratings of the organization's 'effectiveness' in executing a capability.

5. Generalized data

Not only hard factors but cultural ones impact practices and help shape the performance of an organization.

The Market Orientation Diagnostic

1. Focus on organization

Participants assess organizational practices which research has established impact important business performance results.

2. Comprehensive and specific

The organizational practices are described in company language as detailed activities in behavioral terms that can be observed on three levels of executional mastery.

3. Culture integrated

The assessment of cultural factors recognizes the critical role they play in driving organizational performance.

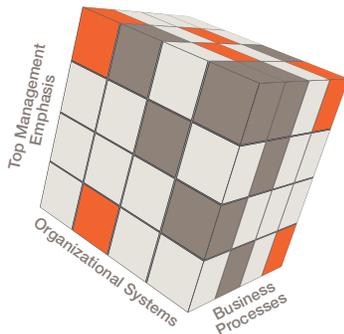
4. Clearly defined input

Participants select the level of executional mastery they feel best describes what they observe and rate the strength of their agreement on a 10-point Likert scale.

5. Actionable results

The results strengthen organizational market orientation and create the foundation to develop organizational capabilities.

Unlike generic organizational assessments, the Market Orientation Diagnostic targets relevant dimensions, within a cultural context, these dimensions have a **known relationship** to key business outcomes:



DELIVERABLES :

- Organizational market orientation practices by entity, job family and level.
- Identification of 'gaps' impacting one of the key market orientation dimensions.
- Shared understanding of the organization's perspective on key business practices.
- Assessment of cultural factors as observed by participants but owned by leadership that impact practices, market effectiveness and results.
- Insight to move toward building organizational capabilities that complement individual skill development initiatives.
- **Bottom line: Results that can be leveraged to strengthen business performance through a stronger organizational market orientation.**



For more information about readiness assessments and the importance of alignment between learning solutions and critical business capabilities, contact us at info@imprintlearn.com.