



7 STEPS FOR ASSESSING MARKETING READINESS

1



IDENTIFY THE PURPOSE OF THE READINESS ASSESSMENT.

2



DETERMINE THE JOB ROLES TO ASSESS.

3



CONFIGURE JOB ROLE SPECIFIC ASSESSMENTS.

4



DETERMINE INTERNAL COMMUNICATIONS PLAN.

5



EXECUTE READINESS ASSESSMENT.

6



REVIEW ORGANIZATIONAL RESULTS WITH SPONSOR & LEADERSHIP TEAM.

7



RELEASE INDIVIDUAL & TEAM REPORTS