



READINESS TO SUCCEED

Is Your Marketing Team Ready to Execute Their Plans & Achieve Key Objectives?

FLEXIBLE MARKETING READINESS DIAGNOSTIC (MRD) ASSESSMENT OPTIONS

Select the MRD configuration option that contains the features which best enables you to understand the readiness of your marketing organization and address critical development needs.



	BASELINE	PREMIER	ULTRA
Assessment Input	Self & Manager (180 degree)	Self, Manager & Peers (360 degree)	Self, Manager & Peers (360 degree)
# of Skills/Competencies Assessed	5	5	6-10
Custom Open-Ended Questions	N/A	N/A	6-10
Results Reports	Individual & Team	Individual, Team & Business Unit	Individual, Team & Business Unit
Additional Reports	N/A	Exemplar by Competency	Exemplar & Knowledge Item Analysis
Knowledge Assessment	5 Topics	5 topics	6-10 Topics
Benchmarking	Yes	Yes	Yes
Access to Imprint Learning Solutions Library of Competencies	Yes	Yes	Yes
Organization Process & System Analysis Report	N/A	N/A	Yes
Client Access to Reporting Site- Able to Generate Ad-Hoc Reports	N/A	N/A	Yes