

ARE YOU CONFIDENT THAT YOUR MARKETING TEAM IS READY?

How would you know?



Don't guess when you can assess.

The Marketing Readiness Diagnostic (MRD) Assessment is a web-based management tool that helps you measure the readiness of your team to create and execute plans. Within the context of your company's unique marketing strategies, we measure the skills specific to each employee's job role. Finally, you'll have the data you need to engage in constructive dialogue with team members, outline the most efficient way to move forward together, and fully develop your team's strengths.

With your input, we engage your employees in the process and improve the overall effectiveness of your organization by:

- Evaluating role-specific competencies defined in behavioral terms
- Focusing on measuring relevant job skills
- Helping you prioritize your investments in marketing learning & development
- Providing strategies & solutions completely customized to your team & your company's goals
- Directly addressing complex strategic & organizational challenges with our proven tools & methods



Let's talk.

Contact founder Chris Quinn at 919.699.3102 or cquinn@imprintlearn.com today to find out more about how Imprint can help your team achieve superior results. With our assessment's enhanced capabilities and improved technical platform, what you learn can change everything.