

# Why Our Approach Works!

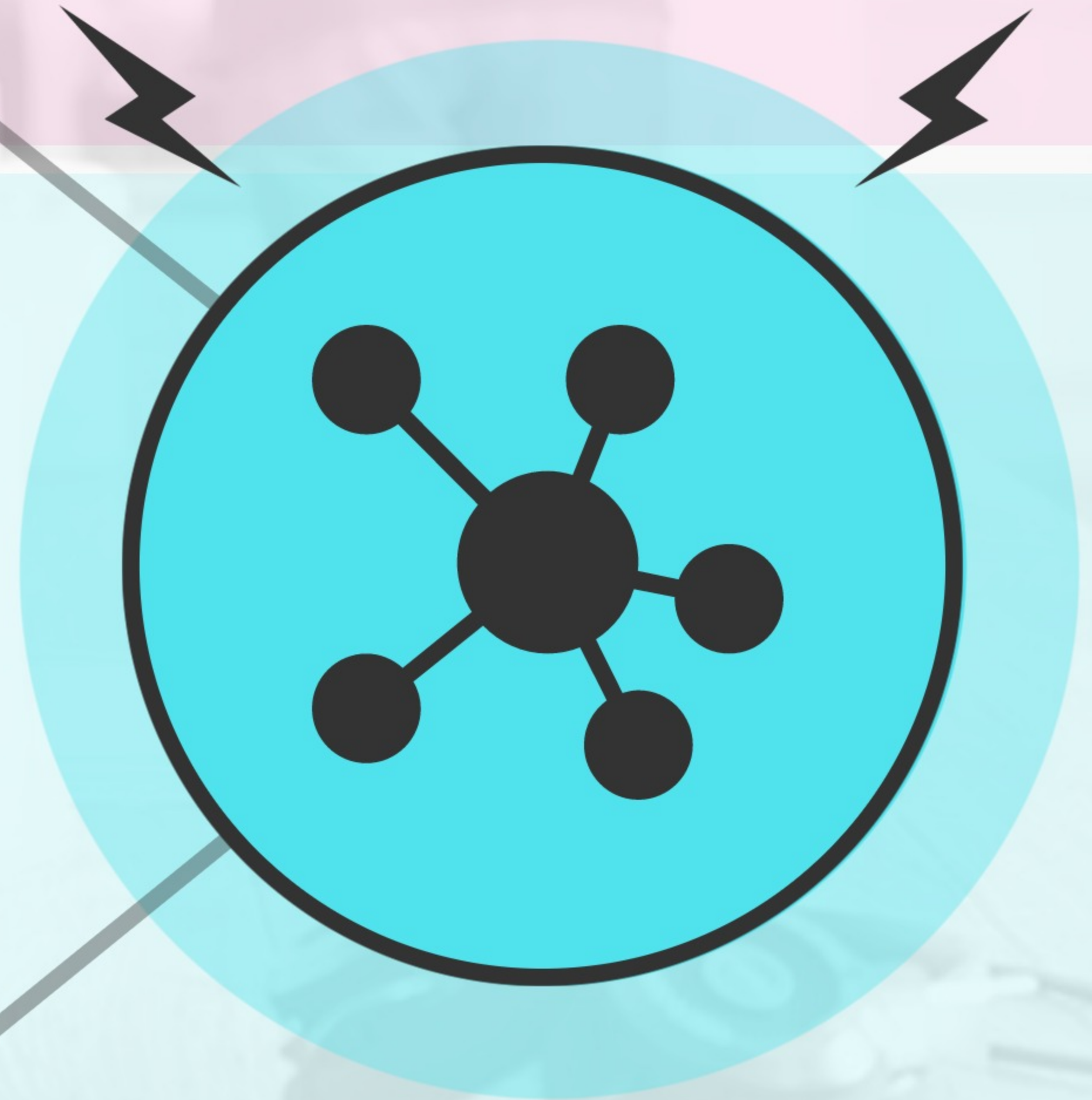


## Engagement

- Configure the MRD to only measure relevant skills based on the companies specific job roles and marketing strategies
- Supports the implementation of targeted and effective marketing talent development & coaching processes

## Actionable

- Web-based delivery configured in-light of the organizations unique job roles and marketing strategies
- Foster constructive dialogue between managers & their team members regarding specific behaviors that need to be strengthened



## Behavioral

- Focused on observed behaviors incorporating self & manager feedback with an option to include peer input to provide the richest most complete perspective.
- Measures knowledge of relevant marketing concepts to insure foundational understanding of exists to support 'on the job practice'.

