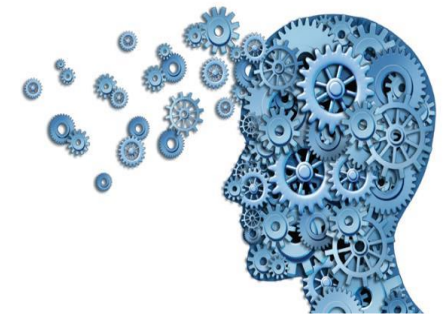


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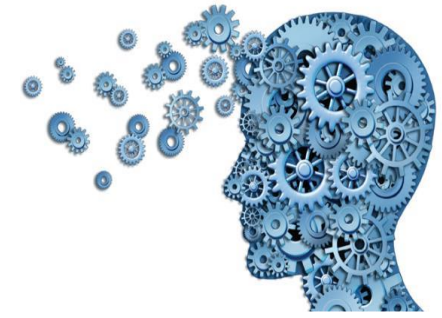


Self-assessment of marketing and brand orientation

	Rarely	Sometimes	Mostly	Without exception	Comments / observation
Customer Orientation					
1. Our organisational purpose clearly summarises our commitment to customers					
2. Our business activities focus on creating increasingly more effective ways to deliver value to the customer					
3. We have strong relationships with our customers that provide great feedback on our products and services					
4. Our business objectives are customer-centric and include appropriate customer metrics					
5. We regularly measure the effectiveness with which our products and services create customer value					
6. Our commitment to our customers continues beyond the point of purchase					
Competitor Orientation					
1. We target customers and customer segments where we have or can develop competitive advantage					
2. Our people understand who our key competitors are and regularly report back on their activities					
3. Our top managers regularly review our strategic plans in light of the competitor information					
4. We make use of our competitor activities to inform the development of our own marketing plans					
5. We review and understand the effectiveness of our responses to competitor activities					

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	Rarely	Sometimes	Mostly	Without exception	Comments / observation
Interfunctional Coordination					
1. We have a regular forum within the business to share and update our people about key customer and market information					
2. The right people are engaged in the creation of our strategic plans					
3. Our values & behaviours enable effective collaboration across the business and between departments					
4. The needs of our customer are discussed regularly within our internal meetings					
Brand Orientation					
1. We recognise the importance of brand in the delivery of our business					
2. Our branding is consistent across all of our marketing activities					
3. Our internal branding is consistent with and supports our external branding					
4. Our branding is a valuable asset for the business					

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