

Evidence-based Knowledge Audit.

A specialist research service from the Ehrenberg-Bass Institute of Marketing Science.

How evidence-based is my organisation?

The key condition for an organisation to build and harness the evidence-based culture is to unify behind a set of evidence-based beliefs. The desired state is that the beliefs are institutional - high (*above 75% agree*) and wide (*the majority of the organisation and definitely the top 100*) - aligned behind an approach that is more likely to grow your brands.

The Ehrenberg-Bass Institute's evidence-based knowledge audit investigates how well those beliefs are institutionalised in fundamental areas related to growth. It also considers the alignment on key

What is it?

- A quick (20 questions) and simple way to know where the organisation is at.
- Enables external and internal benchmarks and tracking over time.
- Assess the level of knowledge and alignment, surface areas of tension.

What will this audit provide?

- Provides an internal and external benchmark of your organisation against all others in our data base and allows for tracking your position over time;
- Allows focus where there are evidence-based knowledge gaps in your approach based on your knowledge; and
- Allows you to draft a journey for the organisation to embark on a transformational journey (research, capability building, tools and processes) to embed an evidence-based culture and become better in evidence-based decision making.

KNOWLEDGE AND ALIGNMENT GRID

	Wrong answer	Correct answer
>75% agree: Institutional Beliefs	# of questions believed by >75%	# of questions believed by >75%
Misaligned Beliefs	# of questions believed by less than 75%	# of questions believed by less than 75%

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Ready to benchmark your organisation?
Contact us.

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