


Become a truly valuable organisation

Assess your key drivers



The key to gaining advantage and staying ahead of the competition is **creating truly long-lasting value for your customers, shareholders, employees & society**. But how effective are your organisation's efforts today?

Find out with the Market Orientation Review and **assess your key drivers**. The Market Orientation Review is fact-based and measurable.

Within 8 weeks you will be able to:



How does the MO attitude help you become truly valuable?

Internally-focused, product-oriented strategies no longer result in a long-term competitive advantage. To create sustainable value, market orientation is the way to go. This is how we can help you cultivate the **MO attitude**:

Everybody gets involved

Literally every single one of your employees has a part to play in market orientation. We survey their perspectives on your organisation's current performance. And we converge those perspectives into tangible action points so everyone can co-develop your market-oriented attitude.

Market orientation is part of company culture

It's about making the right choices in transformation journeys. Make sure you not only work on your organisation's processes and systems, but also conquer the minds and hearts of your employees.

A firm grasp on value

Where and how is your organisation creating distinctive value? Where is the untapped potential? Market Orientation helps you make the right, fact-based decisions – knowing full well where you are and where to go.

Collective wisdom

Usually, front-line employees are the first to sense change is coming. But they are far from the first to be heard. End the front-line paradox and start using that untapped knowledge



The time is now

Your organisation is considering, preparing for, or already going through transformation towards greater market orientation. Typical:

You are **reflecting** on your current reorientation, needing actionable insights into your results.

Faced with **complexity**, you need a grip on your status and impact drivers.

You see **employees not yet fully on board** with the change in mindset and behaviour you want to make happen.

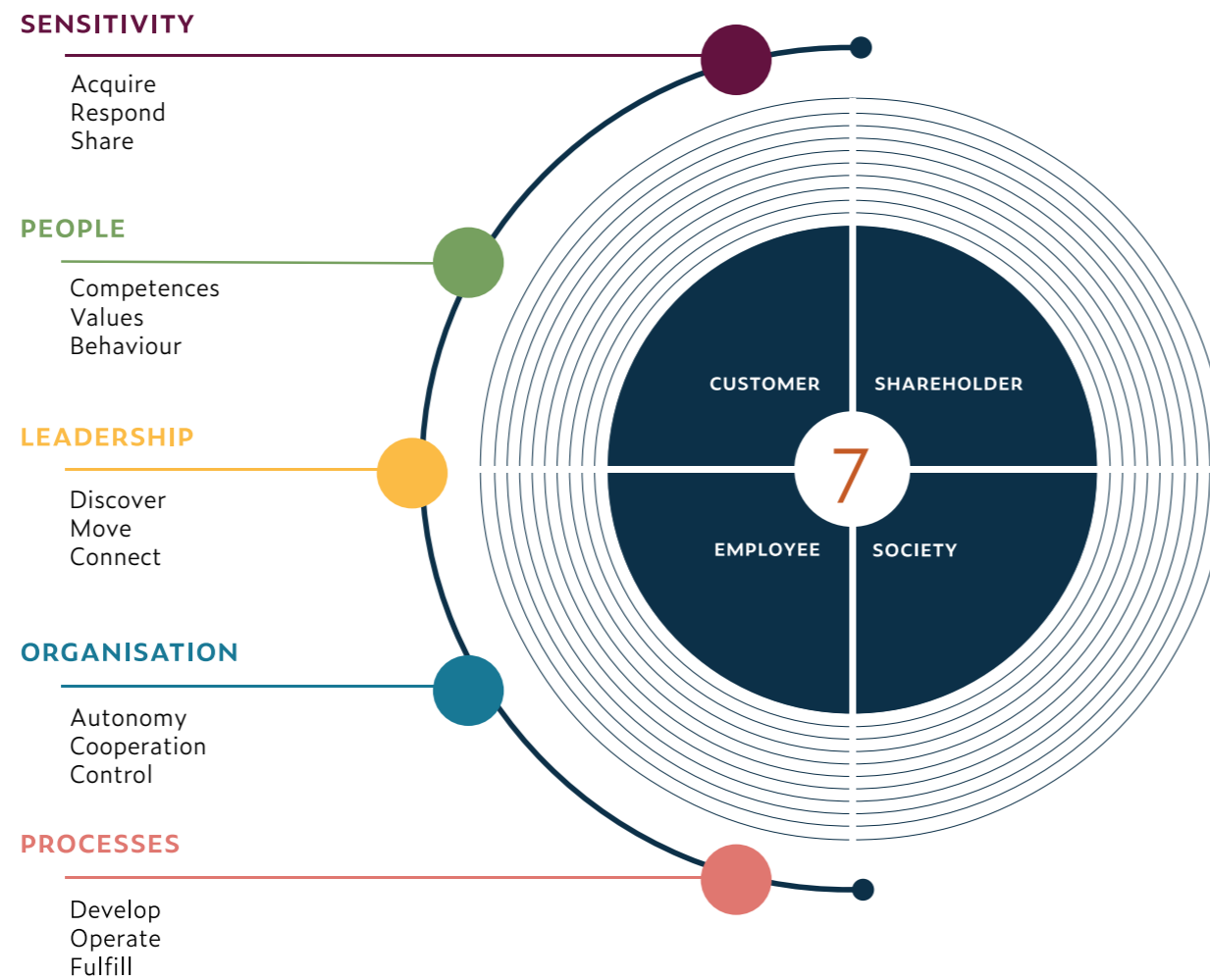
Your **leadership needs points of reference** in the road ahead.

You are in a **merger or acquisition process**, and you want to see whether all parties are on the same wavelength in terms of market orientation.

You can start with your MO Review at any time as a baseline measurement to explore your current strategy implementation and organisational development. Already using other instruments and measurement tools? You can integrate them into your MO Review roadmap.

The Market Orientation Review model

While 'market orientation' is a common business concept, our Market Orientation Review contains a brand-new assessment model that scores you on a unique set of **5 independent variables**.



Sensitivity

The sensibility to acquire signals and knowledge from the market, share these internally, and respond to external changes and opportunities.

People

People show an attitude whereby they prioritize creating value for the market as a team, let shared values guide their actions, and develop sustainable, future-proof competences.

Leadership

The combination of the efforts of management and supervisors to make the organisation discover and move in the market and connect clients, people, organisation and society.

Organisation

Your optimal balance between autonomy to anticipate and react, clear frameworks and goals, cooperation and control to monitor quality and market approach.

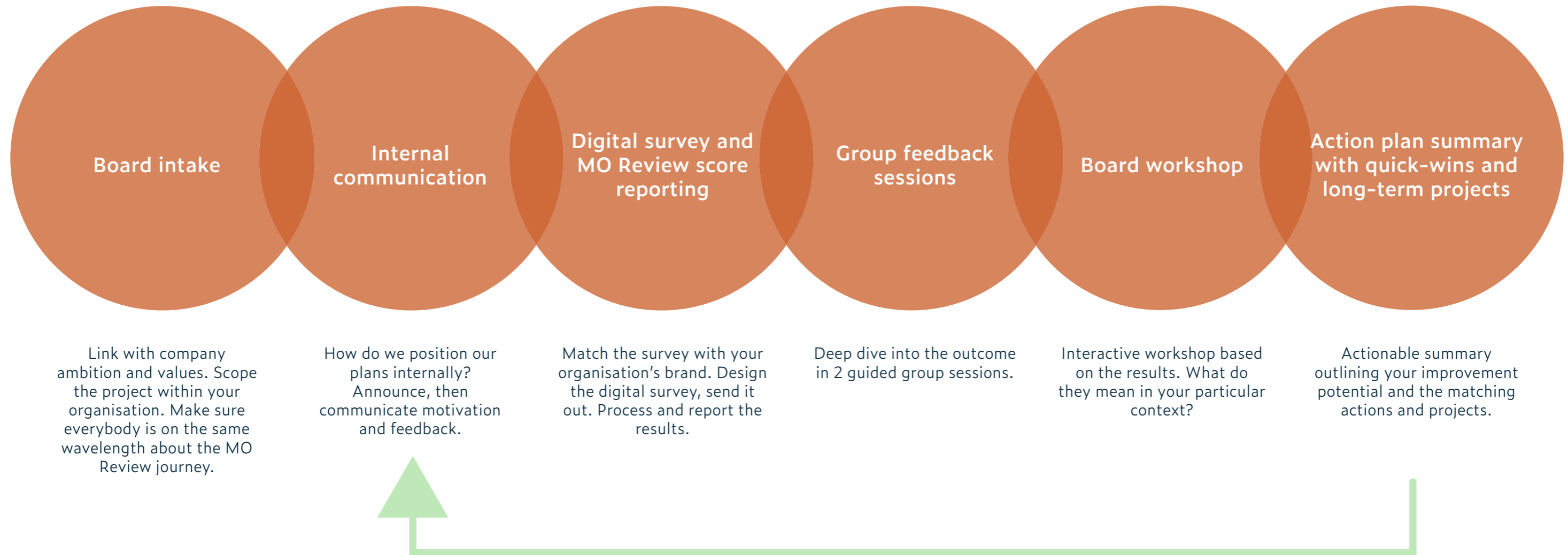
Processes

The extent to which development, operations and fulfilment are organised in line with your segmentation and value strategy.

The outcome is your score in terms of unique and sustainable added value creation for customers, employees, shareholders and society. Along with the necessary actions to be undertaken to make that value happen and turn it into a lasting competitive advantage.

Your Market Orientation Review roadmap

+/- 8 weeks



The MO Review roadmap takes about 8 weeks, from the initial intake sessions to the summary with quick-wins and long-term initiatives. Implementation involves one or more of these formats, depending on your needs:

Inspirational sessions
getting your teams on board with the market-oriented mindset

Consultancy
for optimal project management and implementation

Follow-up and re-scoring sessions
to make sure you are still on track

The people and the science behind MO

Prof. Dr. Rudy Moenaert and Mariska Brosens joined forces to create the Market Orientation Review. **Sharing a passion for outside-in strategies, they bring together consultancy experience and service, and an analytical and academic skillset.**



Senior business consultant and entrepreneur, **Mariska Brosens** helps organisations shape their leading and market-oriented positioning as **MO Review founder and partner**.

As an entrepreneur, she supports and gives oxygen to new product & service developments in this area. Known for building a solid strategic framework that gives direction, she takes organisations on a positive journey of change and has expertise in creating valuable people & organisation strategies.



Prof. Dr. Rudy Moenaert is a Flemish academic. He is Professor of Strategic Marketing at the TIAS School for Business and Society and Academic Director of the Executive Master of Marketing & Customer Management Program. Prior to joining TIAS, he taught at Ghent University, TU Delft, VUB, Nyenrode Business University and Vlerick Business School. As **MO Review methodology advisor and inspirator**, he leads inspirational sessions and webinars on market orientation.

The MO Review team also includes customer experience Expert **Els Dhaeze** as **MO Review customer & partnership** manager, and junior consultant **Jimke Donkers** as **MO Review project & program** manager.