



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 business challenges amongst those interviewed.

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

	Unlikely to Occur	Likely to Occur
>75% agree: Institutional Beliefs	# of questions With high alignment	# of questions With high alignment
Misaligned Beliefs	# of questions With low alignment	

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