



MELIORA CONSULTING

MELIORA / n. or adj. - a latin word meaning "better"

OBJECTIVE: to understand top of mind associations of strategy among non-marketing leaders at companies of various sizes and industries.



TOP thought- Action Plan received **75 (20.1%)** of total mentions.

NEGATIVE thoughts such as buzzword, complicated, jargon, difficult, disconnected, fluff, inaction, misunderstood, inconsistent received **15 (4%)** of total mentions.

FOUNDATIONAL thoughts such mission, long-term, direction, big picture, leadership, methodology, insights, competition, necessary and thinking were well represented throughout the responses.

If your company's marketing efforts are not clearly aligned to strategy you may be missing the mark.

Contact Meliora Consulting for a preliminary assessment.

Meliora Consulting guides small to midsize B2B companies to develop and implement practical product and go-to-market strategies to achieve sustainable growth and profits.