AX Assessment Intelligence

One-to-many analysis across everything assessed against a Product Book

You have run the assessment a hundred times.
You have never seen the hundred together.

Assessment Intelligence is the layer of TheAX that reads across every assessment run against a Product Book. Define the cohort — which organisations, which window, which peers — and it shows where the market sits, which capabilities are moving, where clients cluster, and which gaps recur often enough to be worth building something for.

ONE COHORT

You decide who is in the benchmark

Choose the organisations, the assessment window and the peer group. Every figure on every tab recalculates against that criteria.

ONE SCALE

Comparable by construction

Because every reading came from the same expertise model, the set aggregates without anyone normalising or reconciling anything.

PUBLISHED ON YOUR SAY-SO

Explore freely, publish deliberately

Adjust the criteria and explore as much as you like. Nothing changes on a client's own pages until you choose to publish.

READ ACROSS

Findings one client cannot show you

Spread, direction, clustering and recurrence only exist at the macro level of cohort scale. No single engagement contains them.

01 · THE PROBLEM IT SOLVES

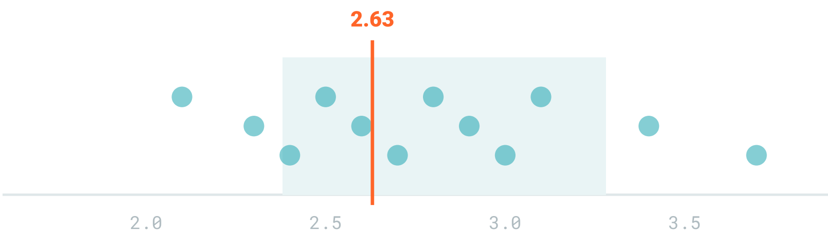
ONE ASSESSMENT

2.07

A defensible reading for that one client.

Is that good? Nobody knows.

TWELVE ASSESSMENTS, ONE SCALE



Benchmark, spread and direction — none of which exists in a single reading.

THE SET IS THE ASSET

A single reading has no context; the set has nothing but context. The same instrument that makes one client's position defensible is what lets a hundred positions sit on one axis — so the practice can finally see its own market rather than a series of engagements.

Stop: Every finding only being used once

The assessment answers one client's question, goes into one report, and is filed. The firm learns nothing from it.

Stop: You cannot answer the obvious question

A client asks how they compare with others like them. The honest answer is an impression, because nothing has ever been read across the set.

Stop: What to build next is a guess

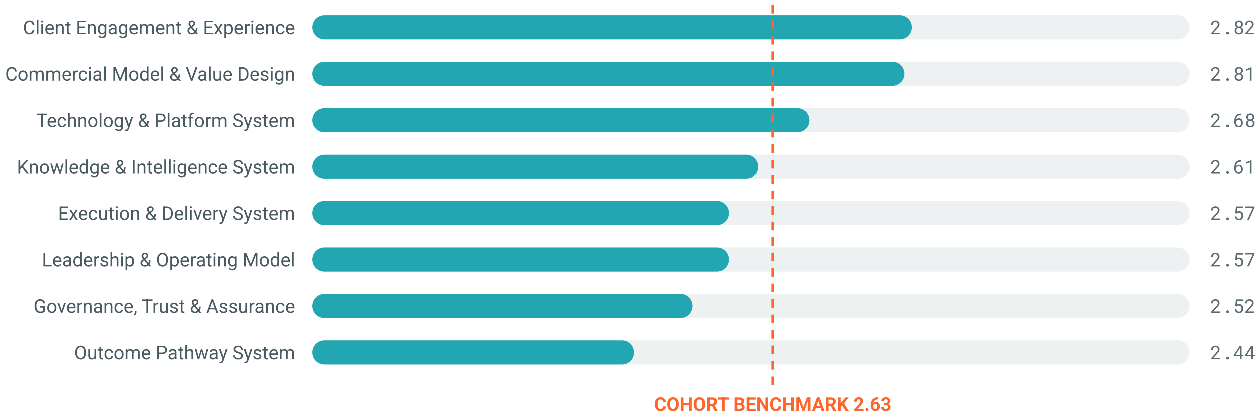
Which new service to build gets decided from what senior people remember meeting, rather than from what the evidence shows actually recurs.

02 · THE BENCHMARK

A market position. Not an impression of one.

Organisations	Cohort benchmark	Direction	Clients improving
12	**2.63**	**+0.16**	**8 of 12**
12 assessments · 9 reassessed	Equal weight per organisation	Rising over the window	3 to watch

CAPABILITY MEANS ACROSS THE COHORT



The shape matters more than the number. Here the client-facing and commercial categories lead while the underlying delivery and assurance categories lag — a pattern no individual engagement would have revealed, and one that says something specific about where this market actually is.

Define the scope of your cohort query

Organisations in the cohort, the window they were assessed within, filters, and which peers count. Every figure recalculates against that definition.

Explore without consequence

Criteria can be adjusted freely to test a question. What clients see on their own pages is a separate, published definition that only changes when you say so.

Equal weight per organisation

A client with six assessments does not outweigh one with a single reading. The cohort is a view of the market, not of your activity.

03 · WHERE TO LOOK NEXT

The platform does not just compute the cohort, it reads it — surfacing the headline signals and writing the interpretation that goes with them.

DIRECTION

Cohort maturity is rising

+0.16 over the window. Eight of twelve clients improving, three to watch.

BIGGEST OPPORTUNITY

Where clients need help

Cohort mean 2.44 — the most common constraint across the client base.

WIDEST SPREAD

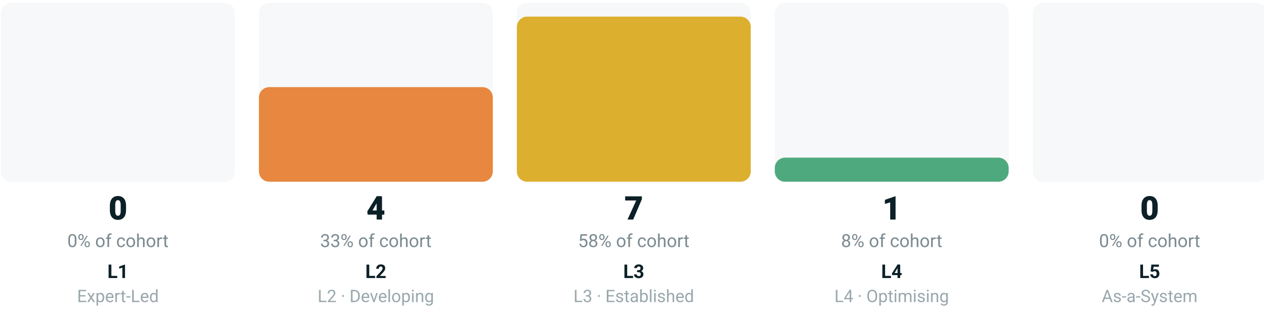
Knowledge varies most

σ 0.66 — uneven maturity rather than a shared norm you can assume.

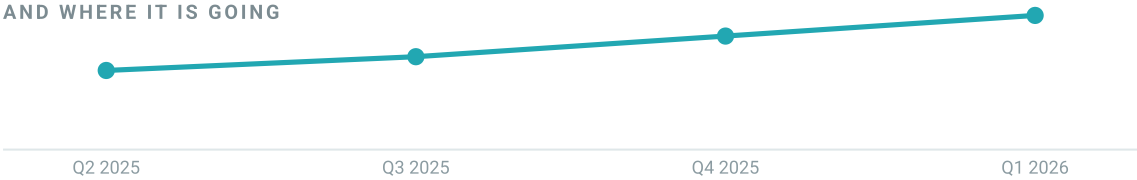
04 · WHAT IT SHOWS

Where the market sits. And which way it is moving.

WHERE THE COHORT SITS



AND WHERE IT IS GOING



+0.16
like-for-like

Level and direction are different findings. A category can sit low and be closing fast, or sit low and be barely moving — and only the second is a structural problem. Reading them together is what separates a benchmark from a scoreboard.

Spread, not just average

Each category carries its median, interquartile range and variance. A category where clients vary widely is not a market norm you can safely assume — it is an uneven one.

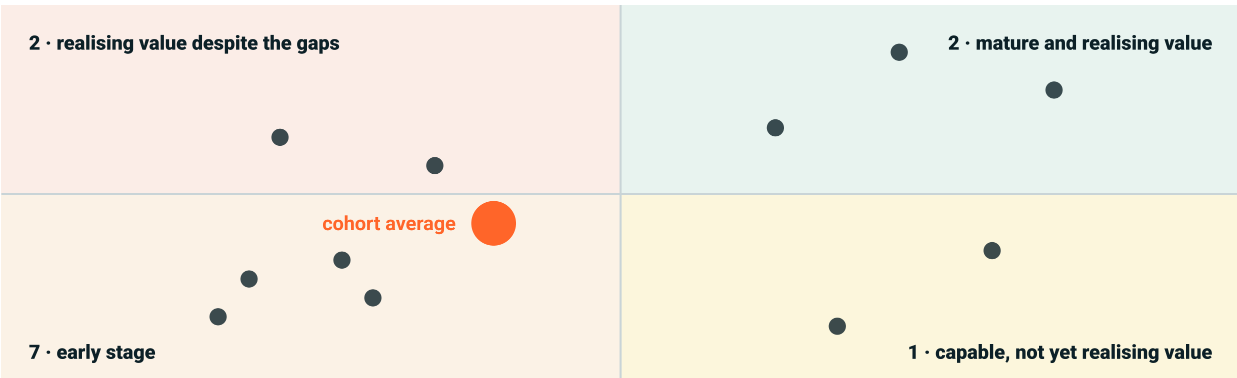
Direction over time

Quarterly movement on a like-for-like basis, so a rising cohort mean is not just a different set of clients being measured.

Clients on your own map

The whole client base plotted on a quadrant model from your Product Book — showing where they cluster and how many have reached the position you sell towards.

TWELVE CLIENTS, ONE MAP



Seven of twelve sit where earlier-stage firms sit. Two have reached the position the practice sells towards.

AXES, QUADRANTS AND NAMES ARE YOURS — ANOTHER BOOK PLOTS SOMETHING ELSE ENTIRELY

A cluster is a market finding. Seven clients in one quadrant is not twelve separate observations — it is a statement about the kind of organisation this practice attracts, and about the intervention most of them need next.

05 · THE CLIENT REGISTER

Twelve engagements. One book of business.

CLIENT REGISTER — EXTRACT

Client	Overall	vs benchmark	Level	Movement
Northwind Retail	3.66	+1.04	L4 · Optimising	+0.54
Harbour Health Group	3.35	+0.72	L3 · Established	+0.11
Meridian Logistics	3.05	+0.42	L3 · Established	+0.43
Calder Utilities	2.52	−0.10	L3 · Established	+0.25
Quill & Bridge	2.13	−0.50	L2 · Developing	−0.10
Saxon Manufacturing	1.76	−0.86	L2 · Developing	−0.10

Six of twelve sit at or above the benchmark. Three are slipping — and you knew before they told you.

The register is the benchmark read the other way round. Same cohort, same scale — but arranged by client rather than by capability, which turns a market view into an account-management one.

06 · WHAT YOU DO WITH IT

Who is where, at a glance

Every client ranked against the benchmark with their movement since the last reading, so a client conversation starts from an informed insight you can share with them.

Clients who are slipping

A client declining on overall maturity shows up as a number months before it shows up as a difficult conversation.

What to build next

A gap that recurs across the client base is the evidence for a productised service. The platform shows which gaps are deep, which are widespread, and which are both.

Written up for you

Market benchmark, board briefing or thought-leadership formats, with the fixed pages set by the template and the rest written from the live cohort.

07 · WHAT COMES OUT OF IT

Internal insight

For partners, practice leads and the board: where the market sits, what is moving, and which capability gaps recur often enough to shape what the firm builds next.

External research

Sector reports, benchmarks and thought leadership published under the firm's name — evidenced by its own data rather than by assertion, and anonymised at cohort level.

Data for other tools

Structured export of the cohort figures, so the analysis can continue in whatever the practice already runs on, or in a language model of its own choosing.

More on TheAX

Every part of the platform has its own fact sheet, and a walkthrough on a completed assessment is the quickest way to judge the method for yourself. Both start at the website.

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FIND EVERYTHING AT

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