



CULTURESTRATEGYFIT®

TAKE YOUR CULTURE INNOVATION PULSE

When organizations or units need to bring new products and services to market faster, redesign their business models and processes and re-imagine the way they do work, the **CULTURE-STRATEGY FIT® Innovation Culture Pulse** helps them understand the way their culture is supporting or impeding innovation culture.

This robust survey focuses specifically on 6 dimensions or areas of culture key to building a vibrant workplace where innovation can flourish. The strength of 21 culture patterns, comprised of beliefs, norms of behavior and practices that support Agility, Collaboration, Engagement, Innovation, Performance and Trust are assessed in this 15-20-minute survey.



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The survey brings insights to Enterprises, Divisions, Departments, Locations or Business Transformation Teams wanting to understand more about the way their culture is really operating and where they need to focus attention to support innovation.

For Organizations, it can identify why some divisions or groups are more innovative than others, what is making the difference or getting in the way of getting innovations off the ground and how sub-culture differences are at work. Where organizations feel that there is some culture drag getting in the way of innovation, this can provide a lens for uncovering implicit beliefs, values and assumptions.

For Transformation teams, a survey of key groups can provide early intelligence about culture strengths that will support the initiative and where patterns of behavior and practices may need to shift to sustain the change.

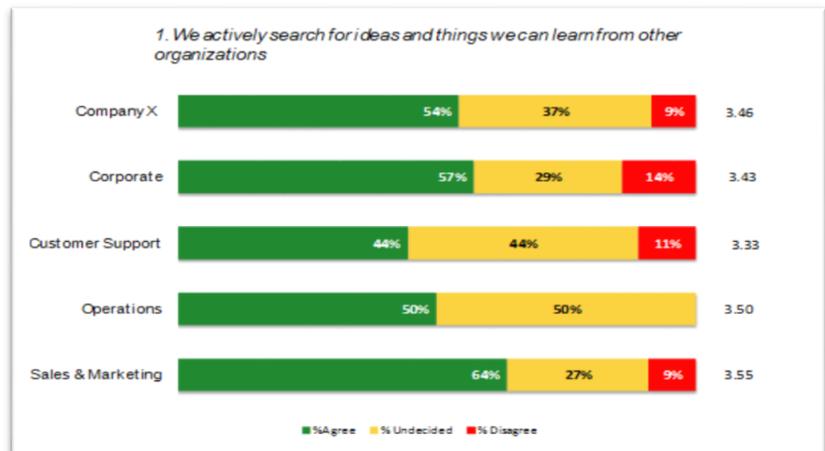
For Departments, people can work together to identify where to focus on new ways of working together to make good ideas a reality.

FAST FACTS

- 80 survey statements
- 2-3 questions, 15-20 minutes
- Simple, business language
- Rapidly activated, confidential on-line survey, mobile enabled
- Scorecard, profile and color-coded data displays
- E-mail invitations and reminders for high participation rates
- Survey available in most languages
- Fast report turnaround
- Optional report walk through with culture expert

HOW IT WORKS

Our Culture Resource Center provides a quality survey experience for all parties. By pre-loading e-mail addresses and demographic data, the organization can be assured that all participants will be allocated to the right group. For users, the quick launch of the survey from a third-party mitigates concerns about confidentiality and provides convenient, mobile access. For data security, we employ industry-leading privacy and security measures. This approach results in higher participation rates, increased candor and data accuracy, plus greater user satisfaction with the survey process. Two tools help with organizing for the survey. The typical process is:



Identify Your Needs

- You identify the desired survey languages, reports and schedule
- You summarize this on the Survey Intake Tool and send it to the Culture Resource Center
- We confirm the schedule for your survey and commit to your report delivery date(s)
- We provide the Getting Organized Tool for survey set-up. This provides information on firewall whitelisting, testing, status reporting and requirements for the employee data upload file.

Set-up and Run Survey

- You provide the employee data upload file and send it to the Culture Resource Center
- You provide IT with whitelisting information, so the survey will not be blocked
- You complete a technology (firewall) and content test of the survey before launch
- You send employees a communication about the purpose of the survey with start and end date
- Our secure survey engine sends participants an email invitation containing their personal link
- Participation status reports and are most often sent twice a week
- If translation is desired, we manage the translation process for you

Receive Reports

- You typically receive reports within one week if you will analyze the results and 10 days if we analyze the results.
- Reports requiring translation of open-ended question answers can take up to an additional 10 business days or accommodate translation of the responses by a third-party.

INNOVATION CULTURE PULSE REPORTS

Each report is robust with quick to understand scorecards, profiles, data displays and descriptions of top and bottom scoring culture patterns with commentary. They are robust and tell the story of the culture. We have two approaches: You Do It and We Help.

You Do It A comprehensive report for you to work with:

- PDF Word-type report format; PPT with all data displays optional
- Comparison by Group (or Level, Location, etc.)
- Culture Scorecard and Profile
- Top and Bottom 3 Culture Patterns with descriptive comments (see left)
- Top and Bottom 5 Statements
- 6 Dimension graphs and 21 scorecarded culture pattern data displays
- Open-ended responses sorted by Group (or other)
- Additional demographic reports

Sample: Top/Bottom 3 Culture Patterns Report Commentary

The three culture patterns that received the lowest average scores in the survey are identified in the tables below. Average scores below 3.00 should be examined closely to determine if further investigation is required and/or action needed.

SPEED (AGILITY)

3.31

Taking action to quickly address challenges and opportunities.

Agile organizations need to be able to quickly make a decision and move to action in order to take advantage of an opportunity or address a threat. This can be difficult as it is often accompanied by a degree of risk due, at least in part, to the absence of the time and other resources required to conduct a comprehensive appraisal of the situation and evaluate available options. A low score on Speed usually indicates either a lack of urgency, unclear and/or ineffective decision-making practices and/or risk aversion. Regardless, the result is a slow response to challenges and opportunities that can be detrimental to performance.

Related Culture Patterns: Accountability, Autonomy, Communication, Execution, External Focus, Information Sharing and Risk Taking.

We Help A report walk through A culture expert will walk you through your report. 1 hour

An interpreted report Our culture experts can interpret your results and provide you with a presentation of the **CULTURE-STRATEGY FIT® Innovation Pulse** findings describing culture strengths and opportunity areas revealed in the data and through the responses to the open-ended questions. This option needs requires either 2-3 senior leader interviews or external consultants will provide strategic context.

- PPT format which integrates data and representative employee comments from the themes revealed through the open-ended questions
- Comparison by Group (or Level, Location, etc.)
- Culture Scorecard and Profile
- 6 Dimension graphs and 21 scorecarded culture pattern data displays
- Report on notable differences by Level
- Open-ended responses sorted by Group
- Additional demographic or department reports as desired
- Includes minor customization of Welcome Screen, Invitation and Reminders

Other Reports

Reports comparing experiences by Location, Years of Service, Generation or other demographic factors can be provided. Reports for large functions or departments are the same comprehensive report described under You Do It.

Translation The survey is available in most languages. Other languages will be translated at client expense (screens, messages and survey statements). For Interpreted Reports, all non-English language comments will be translated as part of interpretation and are charged back as expense to the client. These are included in the report. Non-English responses can be provided in Appendices if desired.

SURVEY OPTIONS AND PRICING

You Do It: **CULTURE-STRATEGY FIT® Innovation Culture Survey and Report**

Survey Population	Fee
Less than 50	\$495
51-250	\$995
250-1000	\$1495
1001-2500	\$1995
2501-5000	\$2495

Deeper Dive Options	Fee
Sub-report	\$175
Sub-report with PPTs	\$225

Multi-language Options	Fee
1. Multi-language Survey - Survey set up in requested languages. (Report in English; responses to verbatim questions untranslated)	NC
2. Multi-language Survey - With Translated Verbatim Responses to Questions	
<ul style="list-style-type: none"> Survey set up in requested languages; translated responses re-inserted into report generator 	\$500
<ul style="list-style-type: none"> Plus translation handling fees based on number of languages <ul style="list-style-type: none"> 1-5 \$500 6-10 \$1000 10+ \$1500 	\$500-1500
<ul style="list-style-type: none"> Plus translation by third party translation firm 	Charged back at cost

We Help:

Report Walkthrough	Fee
1 hour walk through of report with culture expert.	\$500

Interpreted **CULTURE-STRATEGY FIT® Innovation Culture Pulse Report**

This approach is proposed on a project basis, based on scope of work.

Advisory Services

Coaching from culture expert on how to interpret your report, how to design an innovation culture game plan or facilitate report debriefs and action planning.

CONSIDER THIS SURVEY WHEN YOU NEED TO:

- Engage leadership teams in understanding the way the current culture operates to support innovation and their role in strengthening culture
- Compare high and low performing groups to uncover differences
- Identify how the culture of a recently acquired company is supporting its innovation
- Identify and migrate what is working to less innovative product groups
- Understand sub-group differences and how they create the workplace environment for innovation
- Set innovation culture development priorities
- Track the impact of actions taken to strengthen culture for a group
- Establish a baseline and measure progress as an enterprise



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