



CULTURE STRATEGY FIT®

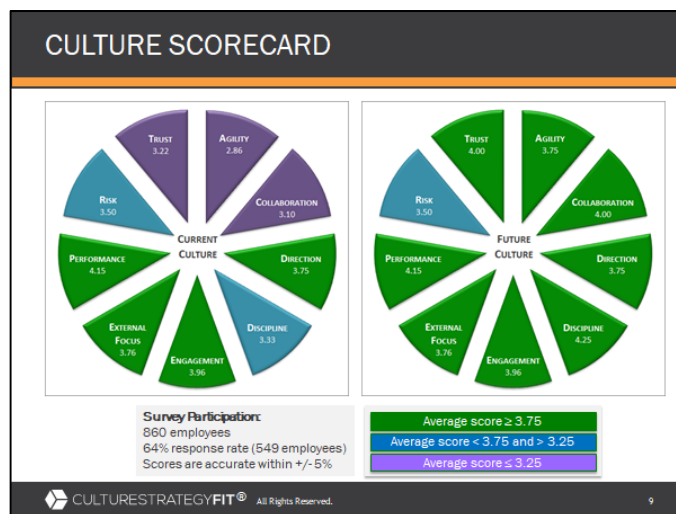
POWERFUL INSIGHTS GUIDE ACTION

The **CULTURE-STRATEGY FIT® Culture Snapshot** provides insights to help you create the culture your organization needs to execute your strategy and achieve your goals. Designed to complement our **Culture Cards**, it provides data to guide conversations and actions. You can choose a current versus future or a current culture survey.

- Understand your current culture – the way people are experiencing culture
- Determine the gap between the current and future culture – focus culture change efforts where they count
- Engage employees in creating your future culture – build understanding, ownership and commitment to change

FAST FACTS

- Globally appropriate, research-based survey
- 25 items assess 9 culture attributes (50 items for the current and future culture)
- 2 – 3 open-ended questions add context and color to your data
- 10-15 minute on-line confidential survey accessible 24x7
- User-friendly, rapid activation
- Industry-leading data security
- Accessible by desk top, phone or tablet
- Web-link, personal access codes or email invitation options
- Daily progress reports of survey participation
- Optional workshop template with leader’s notes to help you make sense of your results and develop effective culture change plans
- Optional analysis available by our culture experts



WHEN TO USE IT

- Executive retreats
- Leadership/management development programs
- Organization/team culture initiatives
- Talent acquisition and retention initiatives

HOW IT WORKS

Our **Culture Resource Center** partners with you to provide a quality survey experience for all parties. A simple Intake Form captures your requirements. Within 72 hours, your survey is setup and ready to go. Working together, we determine the best option for accessing the survey, complete a test and finalize details. For participants, completing the survey is convenient and user-friendly with confidentiality guaranteed. For data security, we employ **industry-leading privacy** and **security** measures. This results in **better participation rates, increased candor and data accuracy, plus greater satisfaction** with the survey process. The typical process is:

Identify Your Needs

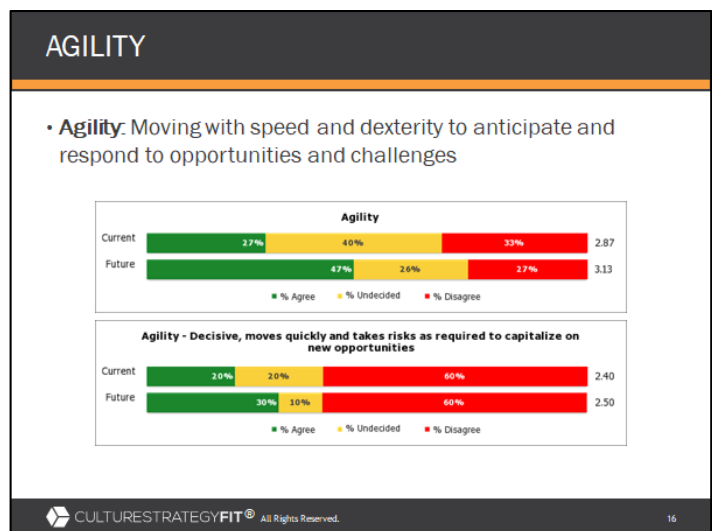
- You complete our simple Culture Survey Intake Form
- We join you on a call to answer your questions, determine how employees are to access the survey and confirm the schedule including your report delivery date(s)
- We provide information on firewall whitelisting, testing, status reporting and requirements for the employee data upload file, if required

Set-up and Run Survey

- You provide an Excel file with relevant employee information or we provide you with a universal web-link
- You provide IT with our whitelist information (email invitation option only)
- You complete a test of the survey before launch
- You communicate the purpose of the survey with the start and end date to employees
- Our secure survey engine sends participants an email invitation containing their personal link; alternatively, you provide employees with their personal access code or the survey web-link
- We send you daily progress reports
- You engage leaders and managers to encourage people to participate

Receive Reports

- You receive your reports within 4 business days, or as agreed (reports requiring translation of the answers to the open-ended questions and/or analysis by our culture experts typically require 10 days to produce)
- Reports are provided in English; answers to the open-ended questions are in the participant's language of choice or translated into English
- If included in the scope of work, we review the survey results with you by webinar or in-person



REPORTS

Our reports provide easy to understand scorecards, profiles and data displays. They are robust and help you understand your current culture and/or how it compares to your employees' opinion of the culture you need to execute your strategy and achieve your goals. You can select either our **You Do It** or **We Help** approach.

You Do It

A clear, easy to understand report for you to work with:

- PPT of the data displays
 - Culture scorecard (pie chart)
 - Culture profile (line graph)
 - Top and bottom 5 statements
 - Scorecard data displays
- PDF with the answers to the open-ended questions

We Help

Analysis by our culture experts:

- Executive Summary of key takeaways and customization of a workshop presentation with Leader's Notes (includes a webinar to review your results)
 - Culture strengths and potential opportunities
 - Analysis can be customized to suit your specific needs
- Thematic analysis of the answers to the open-ended questions

A report walkthrough:

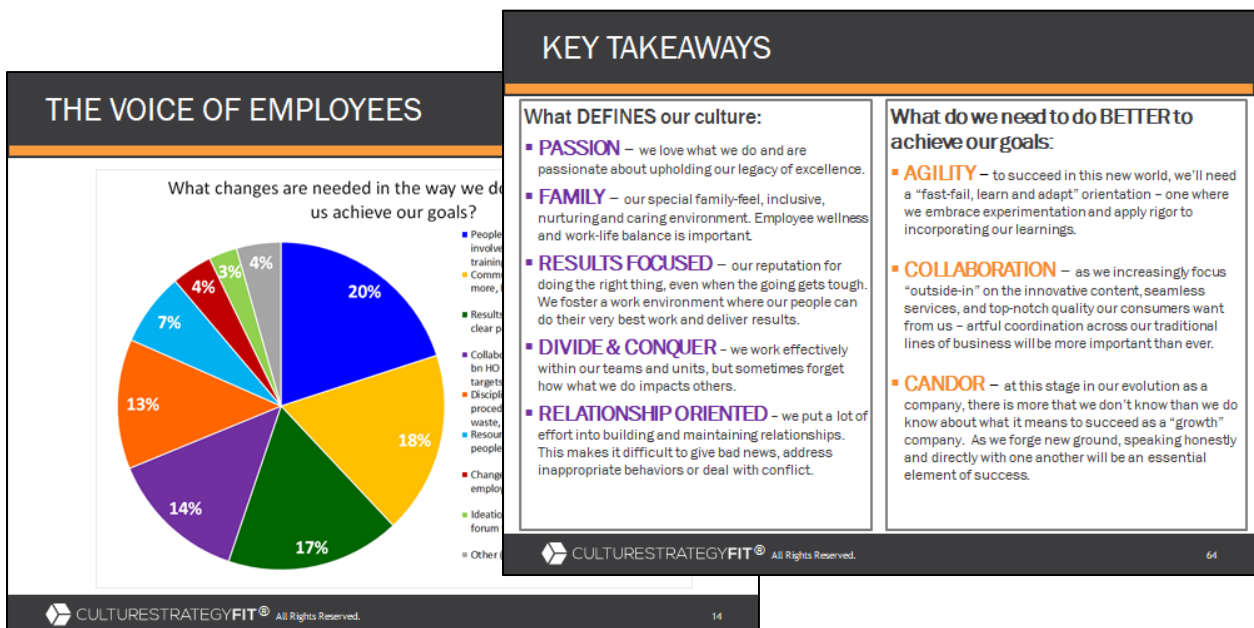
- A culture expert walks you through your report via webinar or in-person

Other Reports

Additional reports comparing the results by different factors can be provided

Languages

The survey is currently available in English, Canadian French and Latin American Spanish. Other languages can be added if required.



SURVEY OPTIONS AND PRICING

You Do It: You receive the **CULTURE-STRATEGY FIT® Culture Snapshot** PPT report with a current versus future culture comparison plus your current culture compared by one factor, such as positions, locations or departments. Alternatively, you can opt for a current culture report comparing the results by two factors. You also receive a PDF of the answers to the open-ended questions sorted by group. You analyze the results, communicate your findings and define next steps. **All fees are in USD.**

Survey Population	Fee
Less than 50	\$995
51-250	\$1495
250-500	\$1995
501-1000	\$2495
1001-2500	\$2995

Additional Reports	Fee
PPT of data plus PDF of sorted answers to open-ended questions	\$150/report

Workshop Presentation with Leader's Notes	Fee
PPT template you can customize using your survey results	\$250

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 - Customized content and/or answers to the open-ended questions translated into other languages	
• Customized survey pages, email invitations, reminders and/or other content (admin fee)	\$100/language
• Answers to open-ended questions (admin fee)	\$100/language
• PLUS: Translation by third party translation firm	Charged at cost

We Help: If support is desired, we are here to help.

Executive Summary & Workshop Presentation	Fee
Your survey results analyzed by a culture expert who prepares a summary of Key Takeaways and customizes the workshop template using your survey results; includes a 1-hour webinar review of the survey results	\$3500/report

Thematic Analysis of Open-Ended Questions	Fee
Pie charts showing theme percentages included in PPT report	\$0.25/word

Report Walkthrough	Fee
Webinar review of report with a culture expert	\$750/hour
In-person review of report with a culture expert	\$2,000/half day

Culture Expert Coaching	Fee
Coaching from a culture expert	\$425/hour