



CULTURESTRATEGYFIT®

ACHIEVE HIGHER LEVELS OF INNOVATION

Do you need to bring new products and services to market faster, redesign your business model and processes and/or re-imagine the way you do work? The **CULTURE-STRATEGY FIT® Innovation Culture Pulse** identifies the ways your culture is supporting or impeding innovation.

The survey brings insights to people wanting to understand the way their culture is really operating and what changes are needed to achieve higher levels of innovation. It is a powerful tool for identifying why some divisions or groups are more innovative than others and what is making the difference or getting in the way of getting new products or services off the ground.



FAST FACTS

- 80 items assess 6 dimensions of culture
- 2 – 3 open-ended questions add context and color to your data
- 15-20 minute on-line confidential survey accessible 24x7
- Multi-language options
- User-friendly, rapid activation
- Simple business language
- 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 analysis available by our culture experts
- Optional workshop template with leader's notes to help you make sense of your results and develop effective culture change plans

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

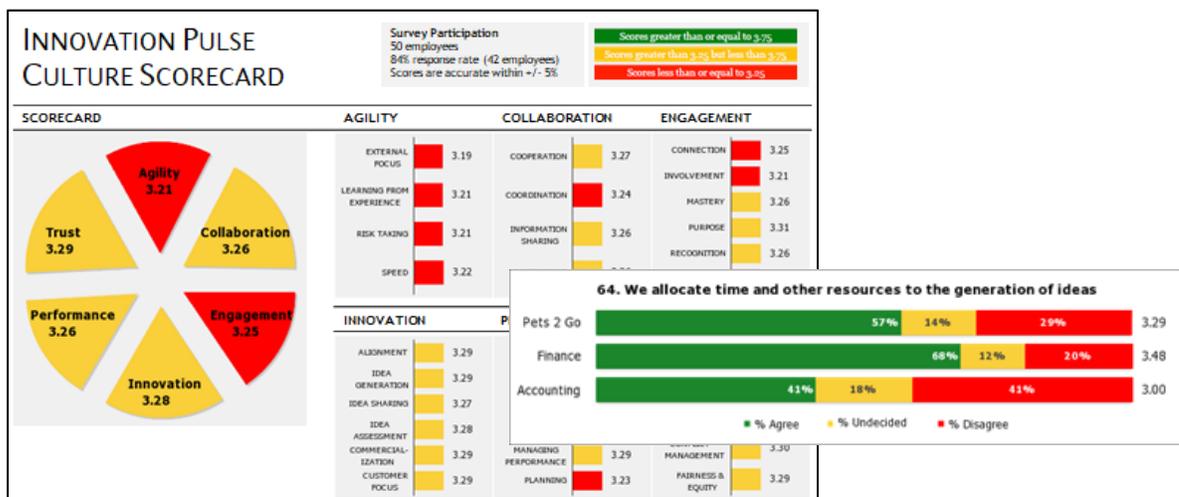
- You complete our simple Culture Survey Intake Form
- We join you on a call to answer your questions, determine how employees are to access the survey and confirm the schedule including your report delivery date(s)
- We provide information on firewall whitelisting, testing, status reporting and requirements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



INNOVATION CULTURE PULSE REPORTS

Each report is robust with easy to understand scorecards, profiles, data displays and descriptions of top and bottom scoring culture patterns with commentary. They help you identify how your culture is supporting or getting in the way of achieving high levels of innovation. We have two approaches: You Do It and We Help.

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

- PPT of the data displays
 - Culture scorecard (pie chart)
 - Culture profile (line graph)
 - Top and bottom 5 statements
 - Top and bottom 3 culture patterns
 - Scorecard data displays
- PDF with the answers to the open-ended questions sorted by group

We Help Analysis by our culture experts:

- Thematic analysis of the answers to the open-ended questions
- Executive Summary of key takeaways and customization of our workshop template with embedded Leader’s Notes (includes a 1 hour review of the results)
 - Culture strengths and potential opportunities
 - Analysis can be customized to suit your specific needs

A report walkthrough:

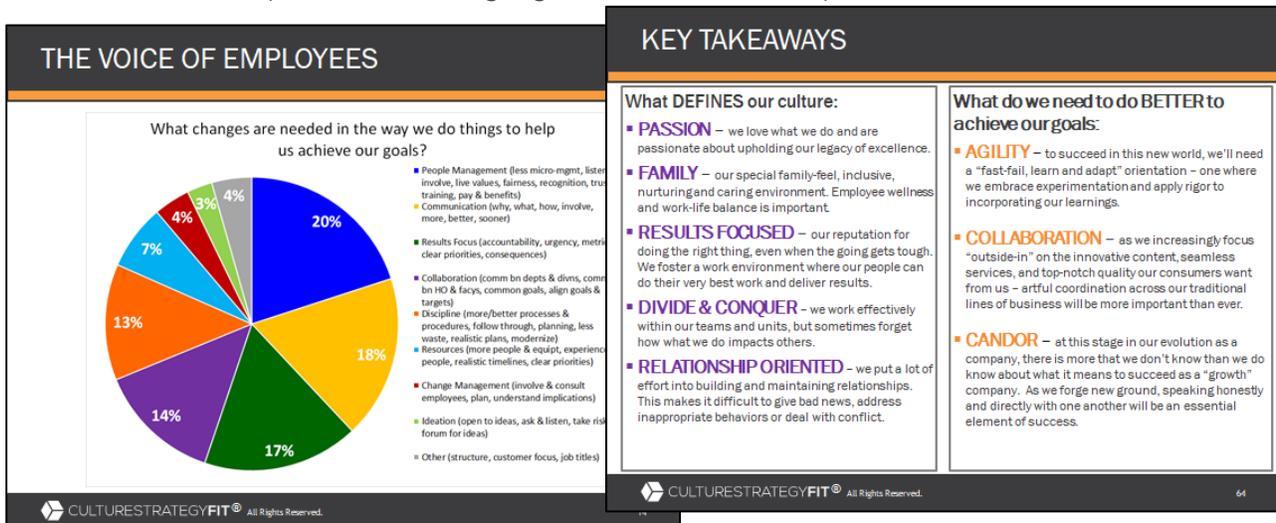
- A culture expert walks you through your report via webinar or in-person

Coaching by a culture expert

- Web-enabled coaching on topics of your choosing such as, setting priorities, interpreting the survey results, action planning and changing culture

Other Reports Additional reports comparing the results by different factors can be provided

Translation 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®** Innovation Culture Pulse Survey and Reports. 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 of Survey Results (Key Takeaways)	Fee
Summary table in PPT report; 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

CONSIDER THE INNOVATION CULTURE PULSE SURVEY WHEN:

You want to identify opportunities to be an even better innovator:

- Assess **cultural alignment** to your innovation strategy
- Identify **cultural strengths** to build upon
- Identify emerging or existing **cultural obstacles** to innovation
- Identify **cultural practices and systemic drivers** to support innovation
- Provide leaders with **actionable insights** into how they can shape culture to enhance innovation
- Learn from and about the culture of **acquisitions** and how it is affecting innovation

You are experiencing challenges with:

- **Creativity and idea generation** – good, new ideas are few and far between
- **Commercialization** – turning good ideas into value creating products or services
- **Under-performing locations or groups** – low rates of innovation
- **Team effectiveness** – teams are struggling with innovation



Aligning culture with strategy to achieve your goals!