

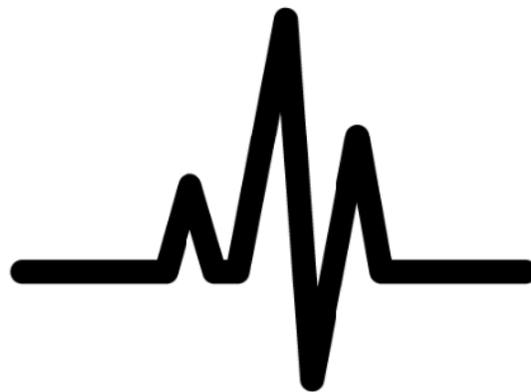


CULTURESTRATEGYFIT®

## TAKE YOUR TEAM'S CULTURE PULSE

The **CULTURE-STRATEGY FIT® Culture Dynamics Pulse** looks closely at the social dynamics within and across teams. A powerful alternative to a team effectiveness survey, it focuses on culture or the way things happen rather than on individual behavior. This is significantly less threatening encouraging people to feel safe in sharing their experience and engaging in solutions. It zooms in on four specific culture dimensions – Agility (speed & dexterity), Collaboration (dynamics between teams), Engagement (personal dynamics), Performance (success dynamics) and Trust (dynamics within teams).

By understanding the way culture dynamics are influencing within and cross-boundary work, teams can build on their culture strengths, set priorities and make the changes required to be more adaptable, collaborative, productive, innovative, customer focused and effective. Our unique focus on patterns of behaviors and practices and their inter-play means teams can take targeted and practical action using the insights gained from the survey results.



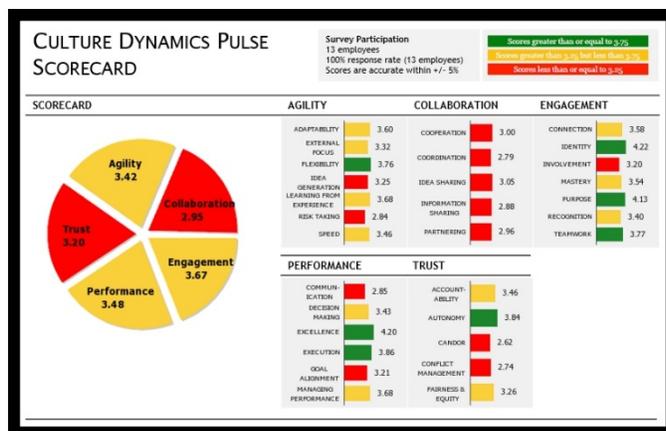
## FAST FACTS

- Globally appropriate, research-based survey
- 70 items assess 5 culture attributes
- 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
- 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 workshop presentation with notes to help you make sense of your survey results
- Optional analysis and/or coaching by one of our culture experts

# WHEN TO USE IT

This is the ideal tool for Divisions, Functions, Departments or Project Teams wanting to improve performance while working through change, such as new strategies, re-structuring, space design and systems implementations.

- For Teams, it provides the insights required to adapt and improve effectiveness
- For Leaders, it opens up conversations about the way their day-to-day practices and behaviors are affecting the culture of their teams
- For HR & OD Professionals, it provides a tool to help teams and leaders work through behavioral issues affecting performance and morale
- For Organizations Redesigning Work Spaces, it identifies pre and post culture dynamics including potential obstacles to achieving the expected ROI



# 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

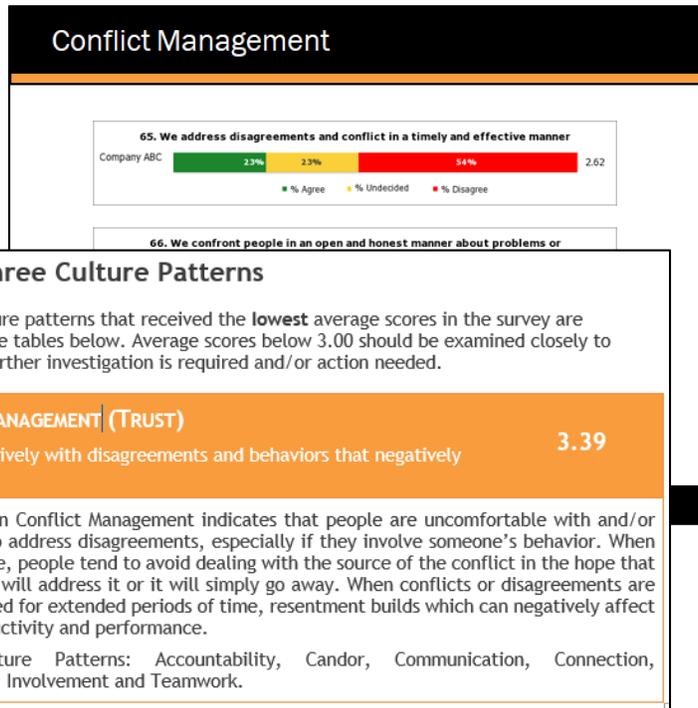
- You complete our simple Culture Survey Intake Form
- We join you on a call to answer your questions, determine how employees are to access the survey and confirm the schedule including your report delivery date(s)
- We provide information on firewall whitelisting, testing, status reporting and requirements 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 'team culture'. You receive a report with your overall results plus one comparison (i.e., Levels), if desired. 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 and PDF documents with:
  - Culture scorecard (pie chart)
  - Culture profile (line graph)
  - Top and bottom 3 culture patterns
  - Top and bottom 5 statements
  - Scorecard data displays
- PDF with the answers to the open-ended questions

### We Help

Analysis by our culture experts:

- Thematic analysis of the answers to the open-ended questions
- Executive Summary of key takeaways
  - 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

### 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 Dynamics Pulse** PPT and PDF reports. You analyze the results, communicate your findings and define next steps. All fees are in USD.

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

<b>Additional Reports</b>	<b>Fee</b>
PDF of data including answers to open-ended questions	\$150/report

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

<b>Multi-language Options</b>	<b>Fee</b>
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.

<b>Executive Summary of Survey Results (Key Takeaways)</b>	<b>Fee</b>
Summary table in PPT report; includes a 1-hour webinar review of the survey results	\$3500/report

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

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

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

***Creating high-performing team cultures!***