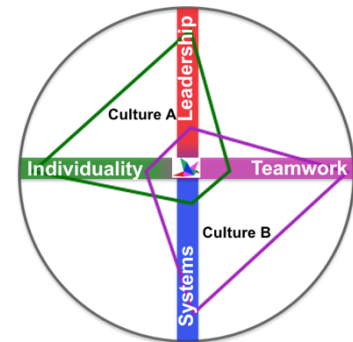## About the Corporate Culture Scan©

The methodology we deploy for the organizational cultural scan, indicates the culture of a company. In this state-of-the-art diagnostic process, we scan, assess and visualize the corporate culture (and sub-cultures) of organizations. This reveals both threats as well as opportunities for the company's vision and mission.

The valuation can be the basic input for organizational or conceptional change processes.

What does the Corporate Culture Scan© do?

It assesses key elements of organizational cultures:

1. How people perceive leadership and what the source of authority for leaders is;
2. How decisions are made and how planning is done;
3. How initiatives, open communication and individual responsibility are appreciated and
4. How people work together, regarding internal communication and commitments.

The Corporate Culture Scan analyzes culture-related risks and shows the driving forces and potential roadblocks towards the company's mission and vision. It helps to choose a promising, tailor-made strategy.

What are the benefits?

The value lies in combining a diversity of strengths, thus creating potential synergy. Our methodology enables transformation of this potential synergy into real productivity gain.

Our experience shows the benefits in three areas:

1. *Risk management*: anticipating and reducing culture-related risks of open & hidden conflicts, building trust and respect between sub cultures
2. *Productivity*: less coordination and faster decision making (time to result) and
3. *Profit:* utilizing the synergies of different sub cultures

How does it work?

The Cultural Scan process includes four basic steps:

Step 1: Execute an online cultural assessment (the Corporate Culture Scan©) for the entire organization with unlimited participants, divided into sub groups (functional, management levels, etc.);

Step 2: Investigate the prevalent cultural orientations;

Step 3: Leverage the strengths of each organization sub culture;

Step 4: Coach the leadership team on organizational profiles, potential roadblocks or change processes.

Time and Money

The Corporate Culture Scan© is conducted online. A report with key findings is generated instantly. Between a client request and report generation, the time taken is a couple of hours. Our consultants work with the client on the findings of the Corporate Culture Scan within an agreed time/ budget slot.

Anonymity / Confidentiality

We guarantee absolute anonymity. Name of clients or companies do not surface in the report. The names of participants in the online questionnaire cannot be traced. All reports from our server are deleted the day the assignment is closed. We assure you that all our clients and their companies are dealt with in the strictest confidentiality.