



## Denison Culture Survey Overview



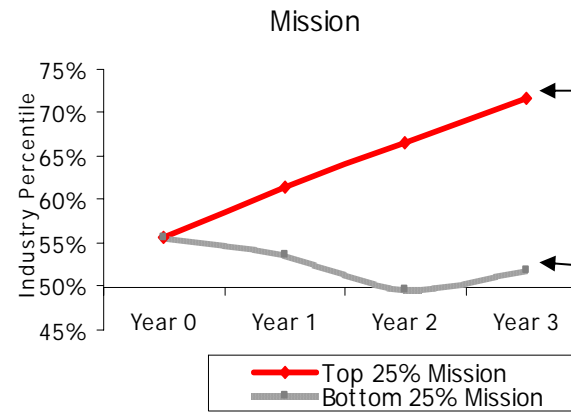
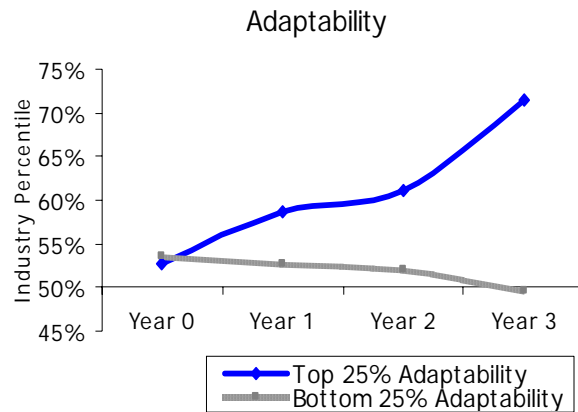
# Denison Survey asks

1. Do we know where we are going?
2. Do we understand our markets and customers, and can we translate this into action?
3. Do we have the systems and processes in place to do it?
4. Are our people engaged, committed and capable of pulling this off?

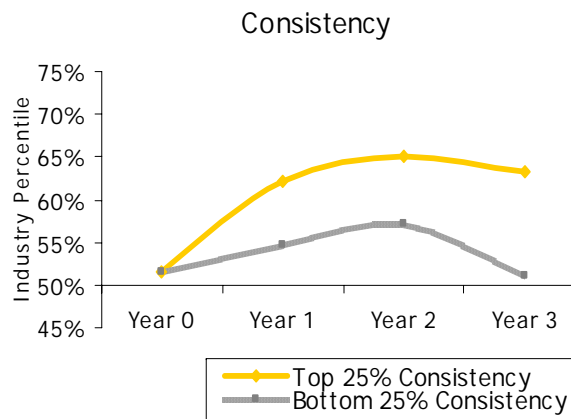
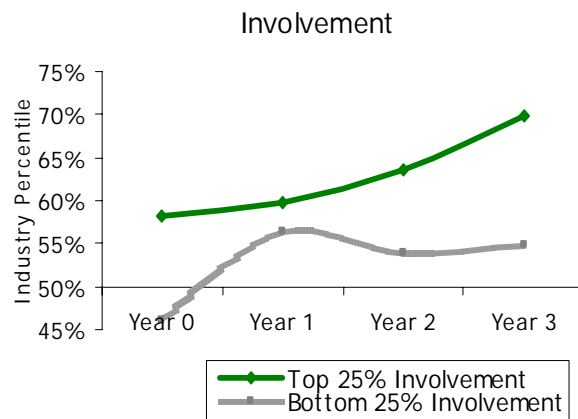


# What about the long term?

Today's culture impacts tomorrow's performance! Here we show the **return-on-assets\*** for the top 25% and bottom 25% of each trait over a three-year period.



On average, 72% of firms in their industry rank below these companies in profitability. These firms are only matching the industry average in ROA.





# Overview of the Denison Model

## Four Key Capabilities

### Adaptability

Patterns...Trends... Market Place  
Translating the demands of the business environment into action

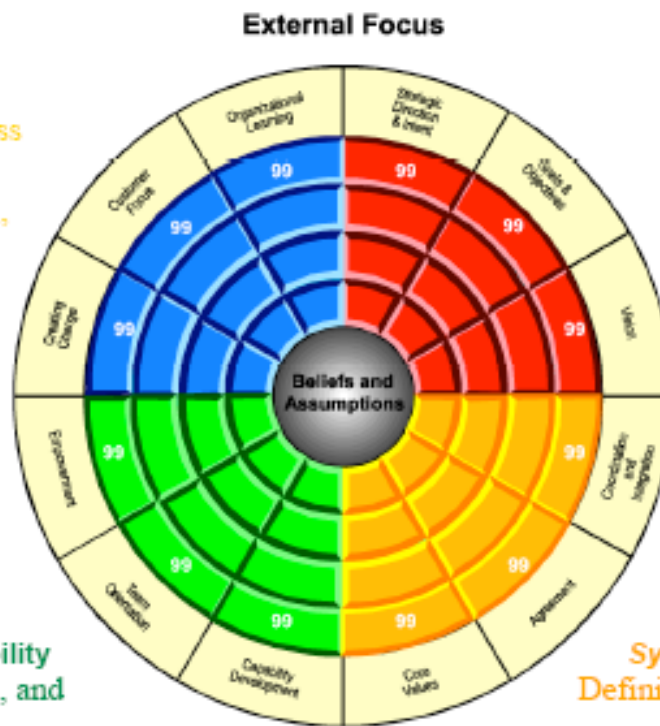
“Are we listening to the marketplace?”

### Mission

Direction..Purpose..Blueprint  
Defining a meaningful long-term direction for the organization

“Do we know where we are going?”

Flexible



Stable

### Involvement

Commitment..Ownership..Responsibility  
Building human capability, ownership, and responsibility

“Are our people aligned and engaged?”

### Consistency

Systems...Structures...Processes...  
Defining the values and systems that are the basis of a strong culture

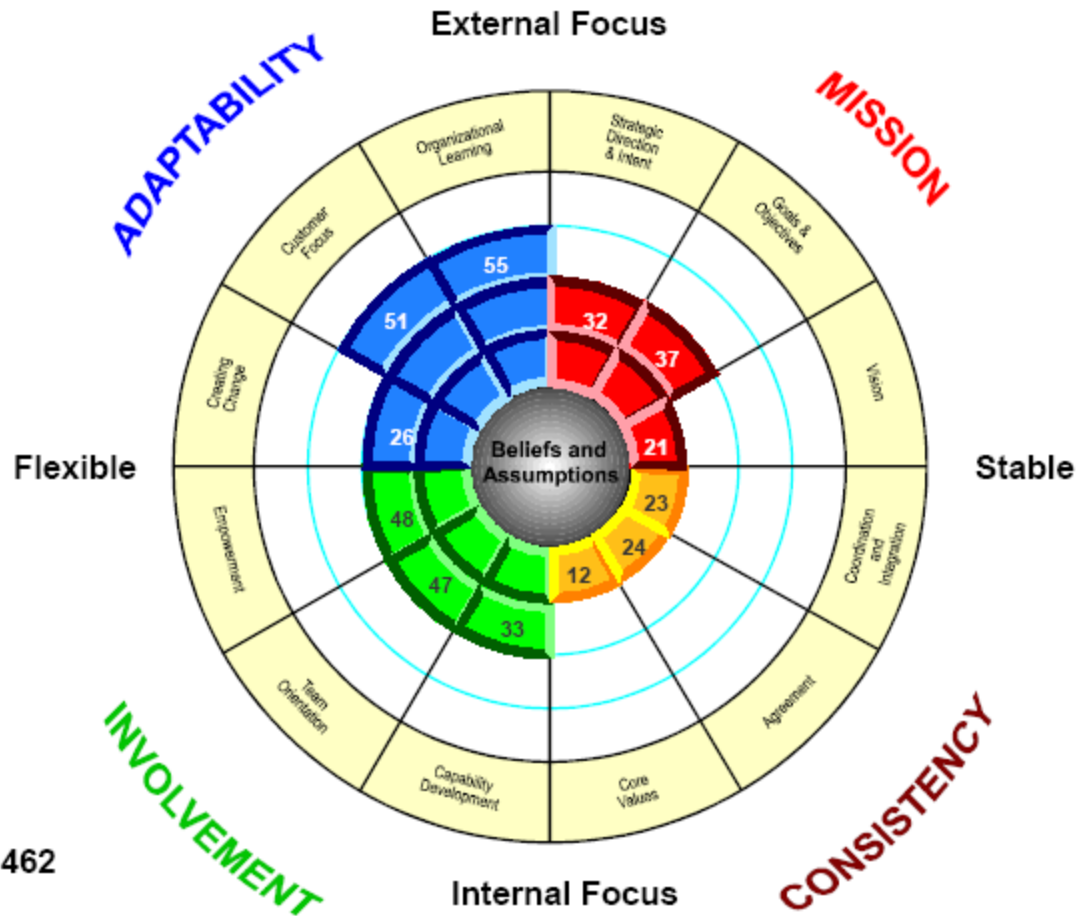
“Can we execute and create leverage?”



# Sample Report

## Where Are you on the Overall Spectrum?

ACME Beverage Company

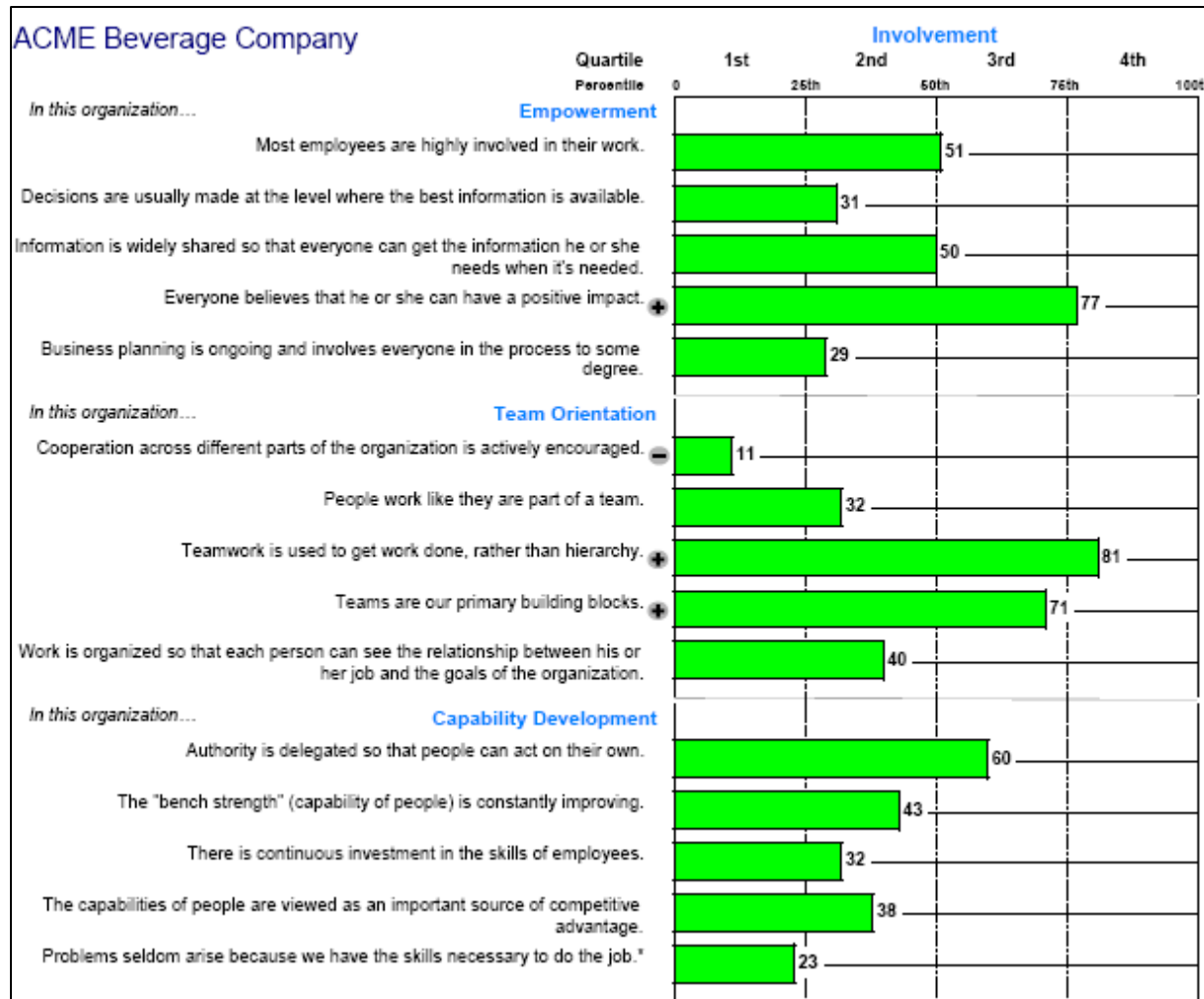


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# Sample Report

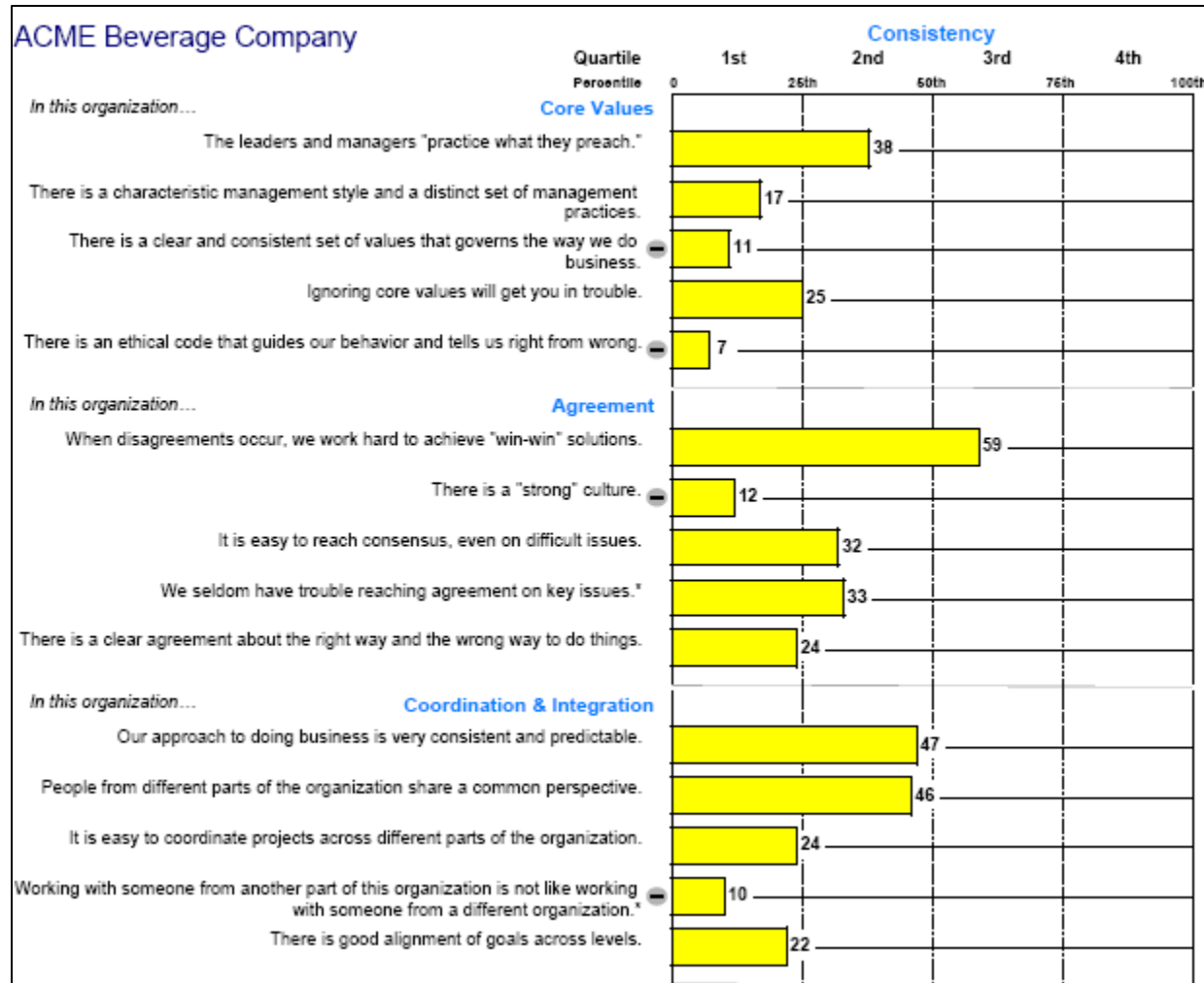
## What is the Data Behind Overall Scores?





# Sample Report

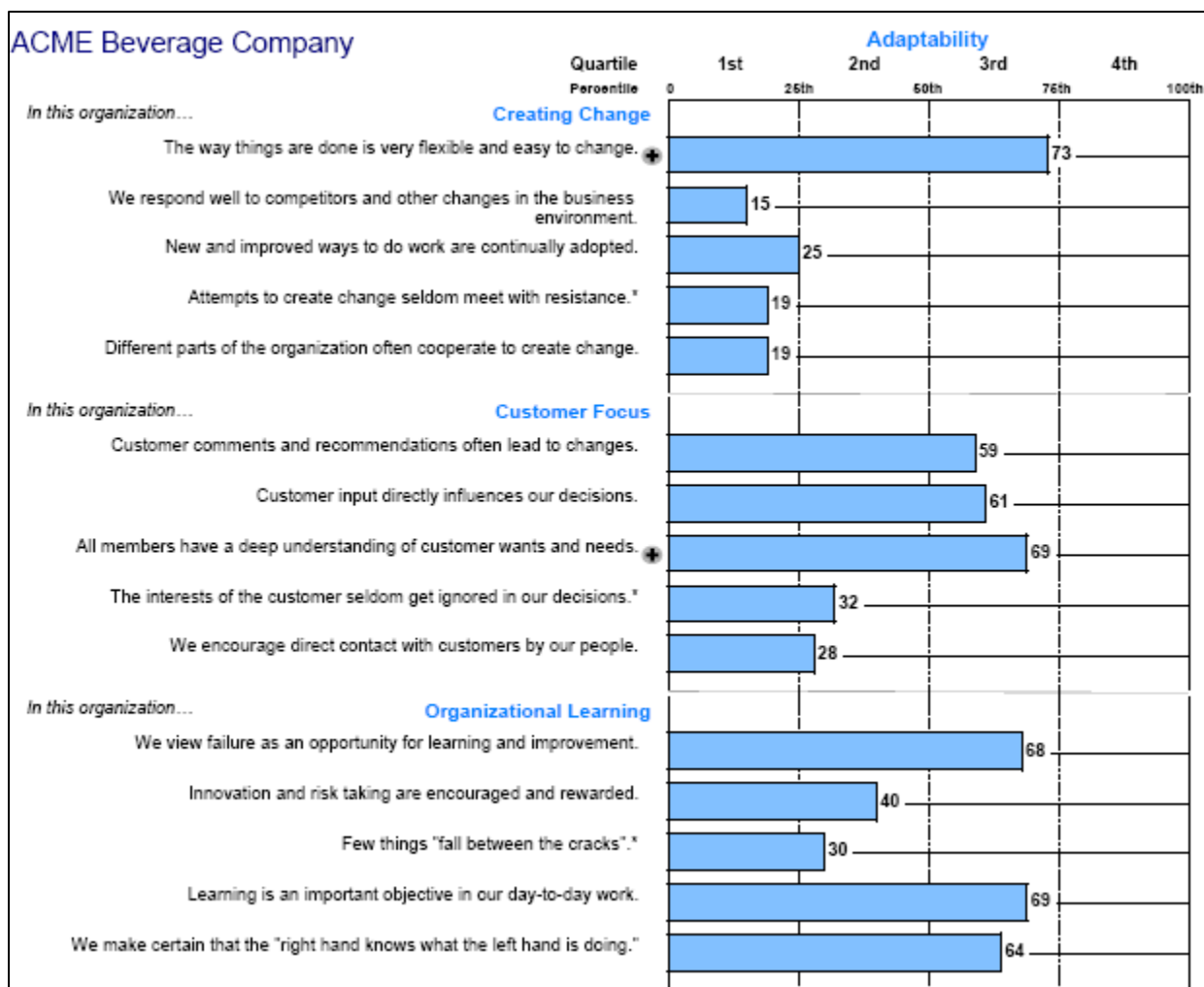
## What is the Data Behind Overall Scores? (cont)





# Sample Report

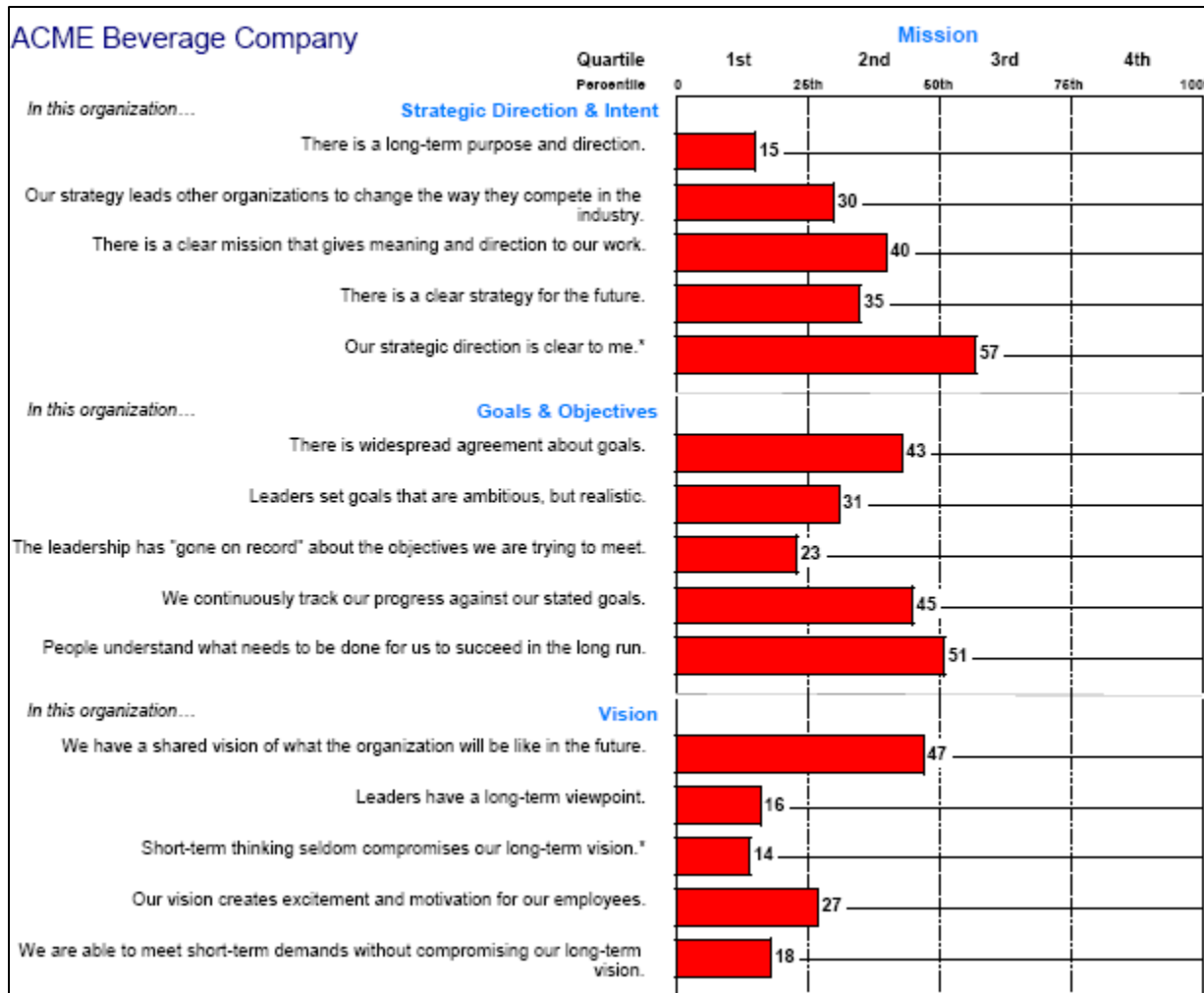
## What is the Data Behind Overall Scores? (cont)





# Sample Report

## What is the Data Behind Overall Scores? (cont)





# Sample Report

## Areas of Strength and Weakness

### ACME Beverage Company

#### Highest Score

81	Teamwork is used to get work done, rather than hierarchy.
77	Everyone believes that he or she can have a positive impact.
75	The way things are done is very flexible and easy to change.
71	Teams are our primary building blocks.
69	All members have a deep understanding of customer wants and needs.

#### Lowest Score

7	There is an ethical code that guides our behavior and tells us right from wrong.
10	Working with someone from another part of this organization is not like working with someone from a different organization.*
11	There is a clear and consistent set of values that governs the way we do business.
11	Cooperation across different parts of the organization is actively encouraged.
12	There is a "strong" culture.



**LSA Global is a global corporate training and consulting firm that focuses on achieving measurable business results with a select group of clients.** Since 1995, we have helped leading organizations create and maintain competitive advantages through people and guaranteed results. Over 85% of our business comes from repeat clients.

Our clients tell us that **we are different.**

Our clients tell us that we **save** them both **time and money.**

Our clients tell us that they appreciate access to experts across **4 key practice areas:**

1. Our **Leadership and Management** clients report that we decrease their costs by up to 50%, while helping increase speed-to-productivity by 60% and decrease unwanted attrition by up to 40%.
2. Our **Sales** clients confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.
3. Our **Project Management** clients inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.
4. Our **Customer Loyalty** clients confirm that their customer revenue per household increased by 18%, repeat calls decreased by 48.4%, single contact resolution increased by 6.1% and their overall customer satisfaction increased by 10%.

Our clients maintain that our rigorous assessment, implementation, and measurement capabilities bring them **tangible results.** As an organization, we are fiercely devoted to supporting their success.