



# CORPORATE TRANSFORMATION

## SUPPORTING LEADERS IN BUILDING VALUES-DRIVEN ORGANISATIONS

In an age of increasing global competition, the ability of an organisation to build a corporate culture that attracts and retains talented people and customers is key to success.

The Seven Levels of Consciousness provide an easy way of mapping and understanding the values in your organisation's culture, a first step to corporate transformation.

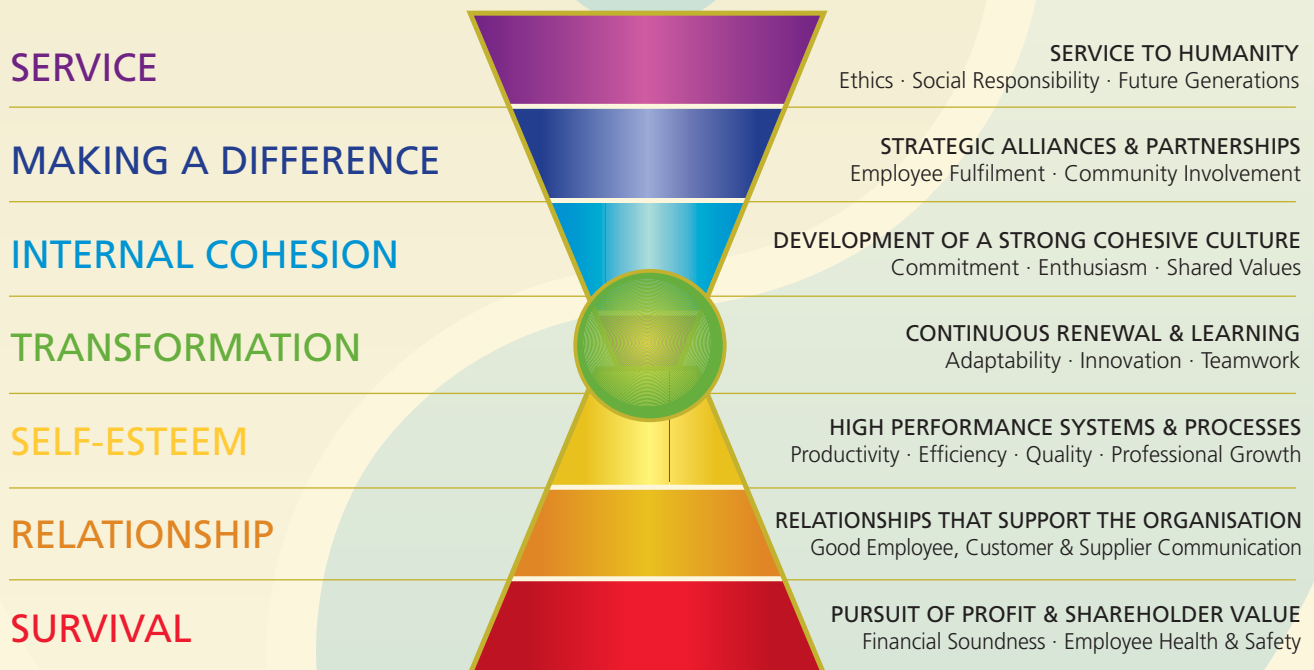
**Corporate Transformation Tools® will help you with:**

- Team Building
- Coaching
- Leadership Development
- Cultural Transformation
- Customer Surveys
- Mergers & Acquisitions

**Corporate Transformation Tools® key attributes:**

- A full set of cultural diagnostic & values assessments
- A customized survey for every organisation
- Form completion takes 15 mins on internet or paper
- Process is 2-4 weeks from initiation to results
- Multi-language.

## THE SEVEN LEVELS OF CONSCIOUSNESS



### 'BEST VALUE' INTERNATIONALLY

Used in over 20 countries by leading organisations such as Microsoft, Mars, Ford, World Bank, L'Oreal, Ericsson and KPMG. In a pilot study by McKinsey & Company, the **Corporate Culture Assessment Instrument** was used in parallel with structured consultant interviews and found to provide more insightful analysis, and credible results at a fraction of the cost.

### A LIBERATING MODEL



**Corporate Transformation Tools®** assessment instruments are based on the 7 Levels of Consciousness model. It was adapted from Maslow's model of human needs by Richard Barrett in 'Liberating the Corporate Soul: Building a Visionary Organisation'.



# CORPORATE TRANSFORMATION TOOLS<sup>®</sup>

## THE EFFECTIVE WAY TO DESIGN & MONITOR CULTURAL TRANSFORMATION

Companies, government agencies and not-for-profit organisations are using Corporate Transformation Tools<sup>®</sup> to:

- Support leaders in building values-driven organisations
- Determine the organisation's current and desired cultural values
- Identify cultural strengths and gaps
- Design, implement and monitor cultural transformation programmes
- Design leadership development programmes
- Coach leaders and provide 360° feedback
- Attract and retain the best employees
- Increase creativity and commitment

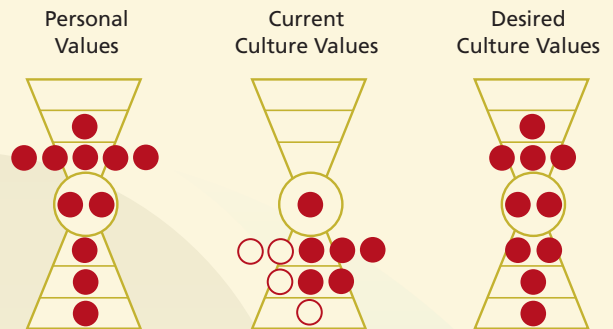
The Corporate Transformation Tools<sup>®</sup> are questionnaires used for:

- Corporate culture assessments
- Merger & acquisition culture assessments
- Leadership values assessments
- Team values assessments
- Individual values assessments
- Customer assessments.

Integration International can help your organisation in using the tools by:

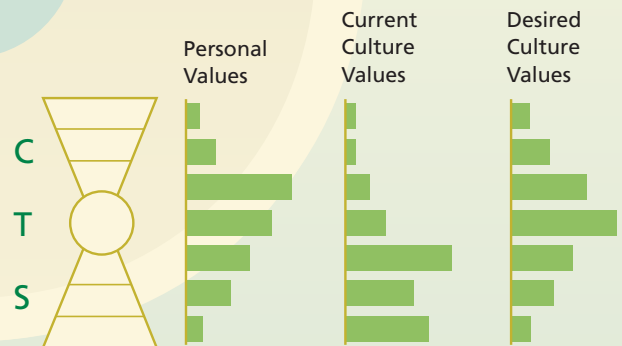
- Identifying values
- Coaching leaders
- Initiating surveys
- Facilitating feedback of results
- Designing a cultural transformation programme.

### VALUES CHARTS



Identify the top personal, current and desired culture values.

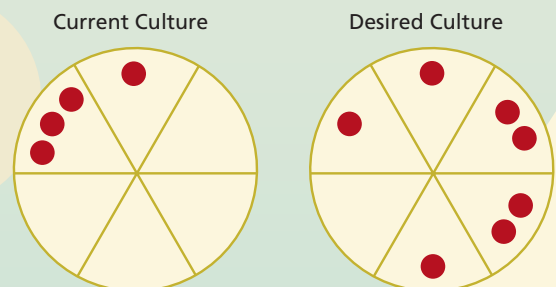
### VALUES DISTRIBUTION



C = Common Good T = Transformation S = Self Interest

Plot the frequency distribution of personal, current culture and desired culture values.

### BALANCED NEEDS SCORECARDS



Identify the business focus of your organisation's current and desired cultures.