



CULTURAL 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.

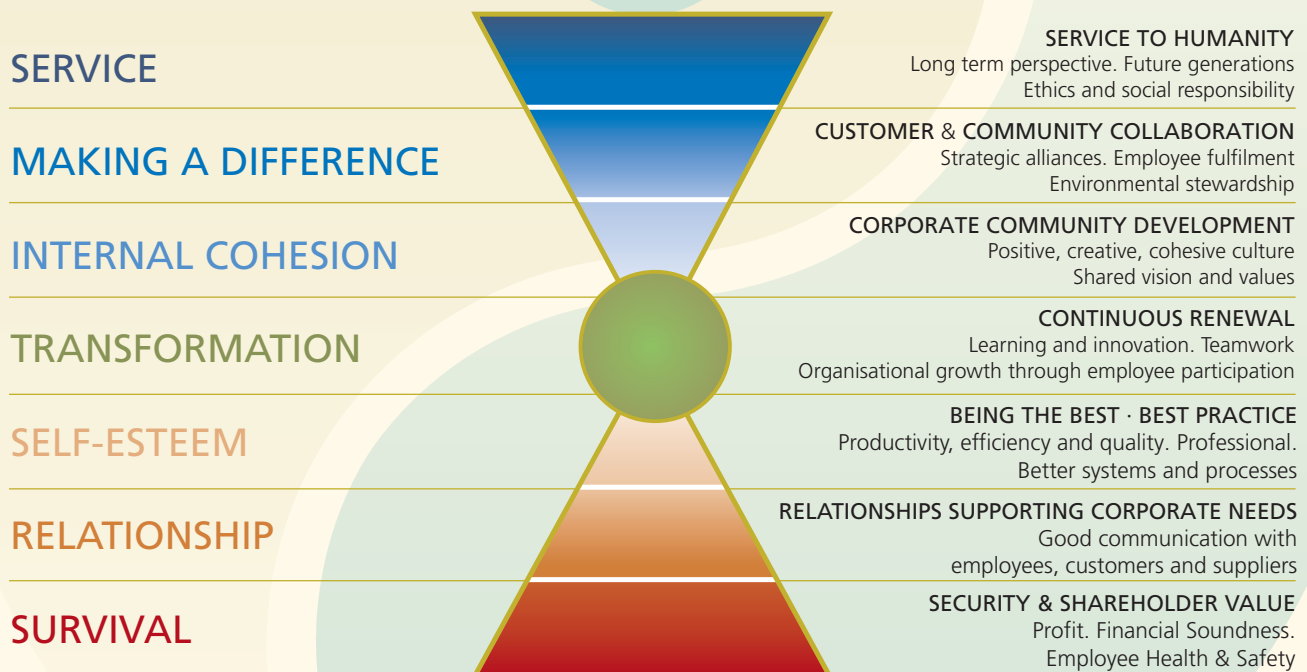
Cultural Transformation Tools® will help you with:

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

Cultural Transformation Tools® key attributes:

- A full set of cultural diagnostic & values assessments
- Survey customised to each organisation
- Takes 15 mins to complete on internet or paper
- 4 weeks from survey start 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. The **Cultural Transformation Tools®** were 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

Cultural 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'.





CULTURAL TRANSFORMATION TOOLS®

THE EFFECTIVE WAY TO DESIGN & MONITOR CULTURAL TRANSFORMATION

Companies and government agencies use the Cultural Transformation Tools® 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

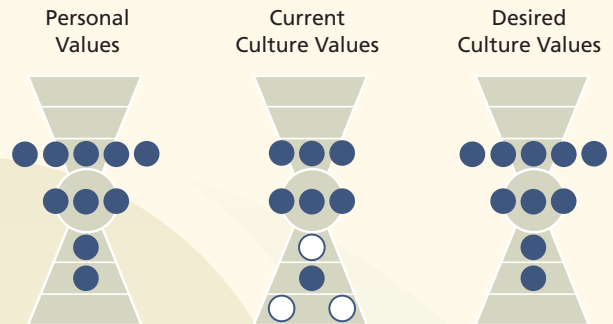
The Cultural Transformation Tools® questionnaires are used for:

- 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:

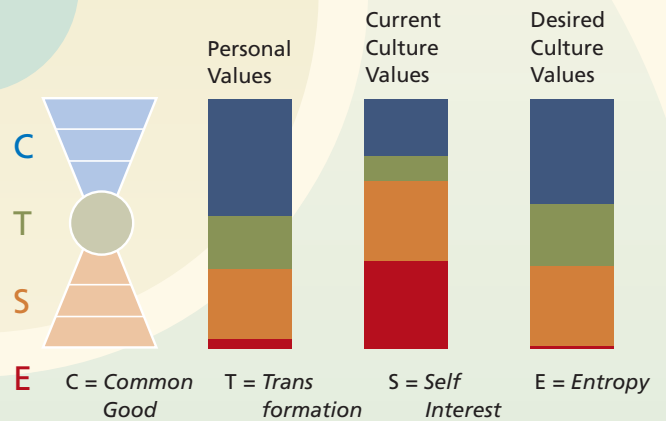
- Identifying values
- Coaching leaders
- Conducting culture audits
- Facilitating feedback of results
- Designing a cultural transformation programme.

VALUES CHARTS



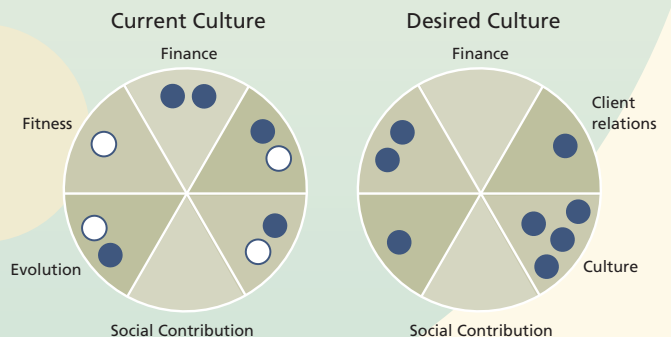
Identify the top personal, current and desired culture values.

VALUES DISTRIBUTION



Shows personal, current and desired culture alignment, plus entropy due to limiting values.

BUSINESS NEEDS SCORECARDS



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