



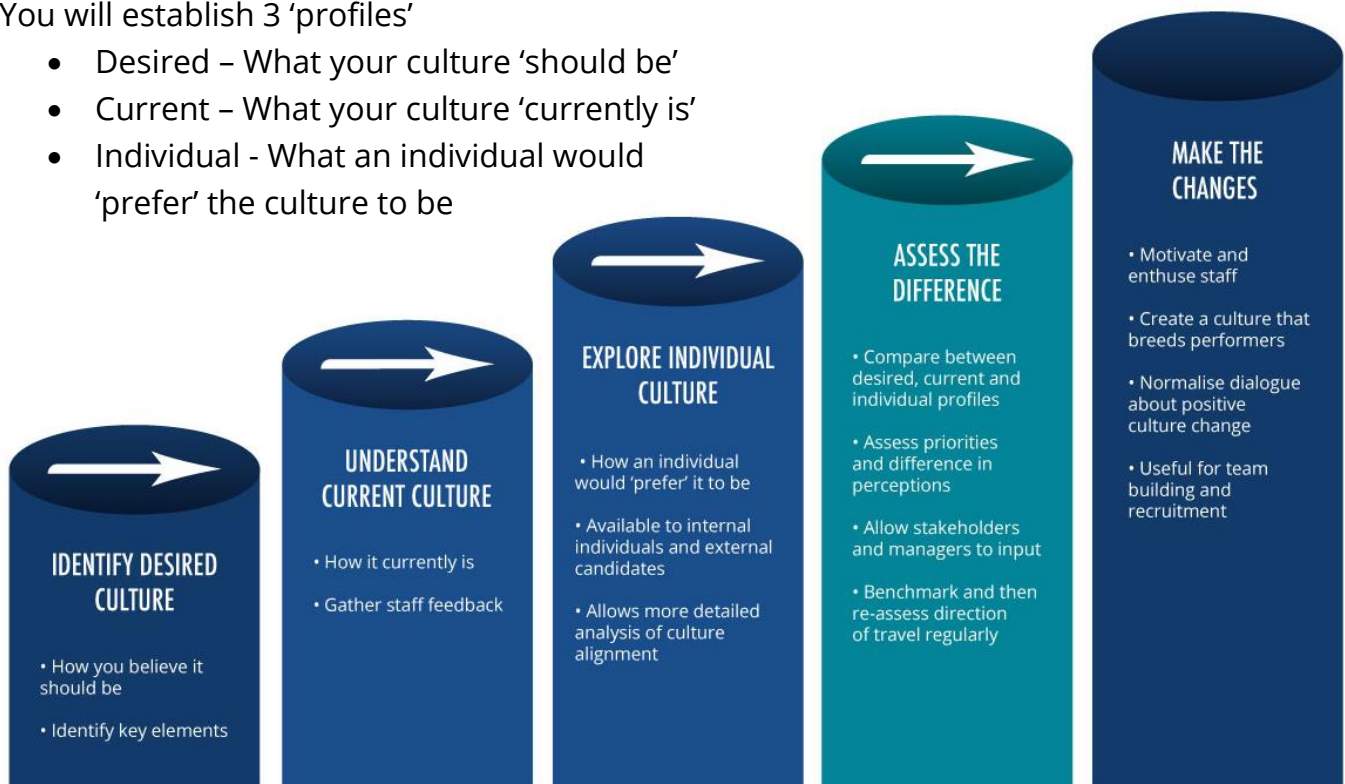
MEASURE CULTURE DURING ORGANISATIONAL CHANGE: Build on current values and cascade through your organisation

Overview

The culture tool allows you to design a road-map that assists you in achieving your desired working culture or continuing to operate your current successful culture.

You will establish 3 'profiles'

- Desired – What your culture 'should be'
- Current – What your culture 'currently is'
- Individual - What an individual would 'prefer' the culture to be



What is it?

- A cloud-based application which measures your team culture
- Readily integrated into team workshops, interviews and management meetings
- Underpinned by 16 cultural dimensions and 80 statements of behaviour giving an in-depth assessment
- Based on, and validated, through academic research and practice
- Able to be benchmarked year-on-year internally or against other organisations

MEASURE - UNDERSTAND - IMPROVE

How it works

Based upon 16 culture dimensions, all measurements can be made against those dimensions or customised to your organisation. Comparing profiles from different perspectives allows you to understand your own culture and shape organisational direction. A typical culture analysis would run as follows:

1. Existing organisational values are mapped to the Transcend cultural model
2. A 'spine' of your key cultural dimensions is defined
3. Your senior leadership team desired profile is defined using the online tool
4. How senior leaders see the culture right now is measured
5. Comparison is made with managers' desired profile
6. All staff current perception is measured
7. Gap analysis undertaken to inform an action plan that addresses challenges
8. Internal or external candidate analysis is conducted if being used for recruitment
















Tailored to your team

You can involve leaders, managers, team-members, customers/service users or any other stakeholders.

Online tools gather perspectives of the different groups in different ways, adapting to your needs.

The **desired and individual profiles** are built by asking people to rate their key priorities using a forced-pair comparison process.

Content of the tools can also be modified to match your organisation's language or values.

Dimension	Yes	No	Same
 Responsiveness			
In your view is the above dimension more important than?			
 Innovation	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Action	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
 Work Commitment	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Entrepreneurship	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
 Autonomy	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
 Output Focused	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
 Management Discipline	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
 Simple Systems	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Readily accessible management, informal relationships and negligible status issues within the team.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
 Sharing information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Quality Focused	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Customer Focused	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Clarity of Purpose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Cooperation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NEXT

The **current culture profile** is underpinned by definitions for each of the 16 dimensions, as well as 4 or 5 statements of behaviour.

These are usually presented to participants in the form of a survey where each element can be rated on a pre-defined rating scale. Free-text comments can also be added.

Statements 1 - 5 of 80

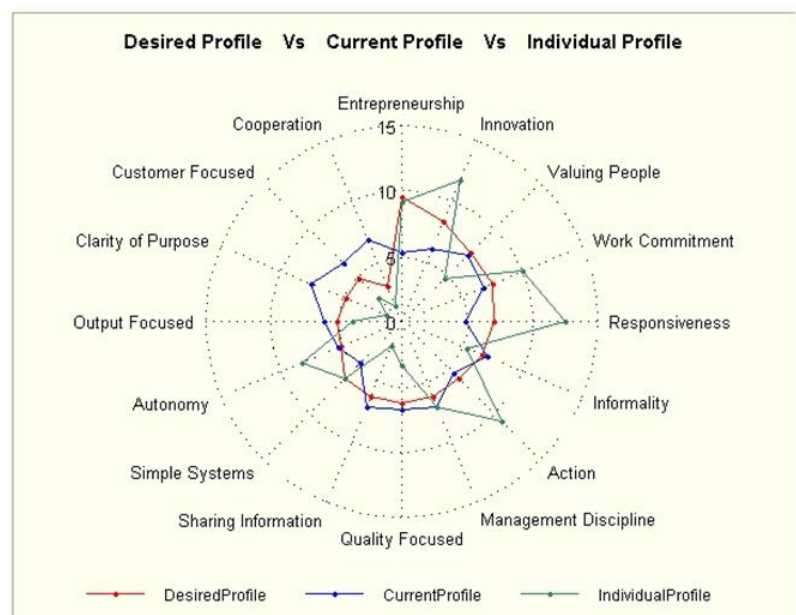
No.	Statements	To a very little extent To a very great extent					
		1	2	3	4	5	6
1	This team responds quickly to internal and external change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Managers of this team enthusiastically implement new ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Team members who get things done do well in this team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	Members of this team regularly work long hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	This team is always on the look out for new opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NEXT

Analysis, Reporting & Outputs

The findings of the culture analysis are presented in a variety of ways, allowing you compare perspectives:

- **Gap analysis** between desired, current & individual profiles
- **Colour-coding system** for key insights, to identify where action is most required
- Reports provide detailed commentary and a management summary, supported with **easy to read radar and bar graphs**
- **Team workshops** to communicate findings to your stakeholders and employees
- Profiles, workshops & presentation of **results delivered within 8 weeks**



Key Benefits

- ✓ **Improved team integration** with cascaded culture change throughout your organisation
- ✓ **Clear understanding** of your organisation's culture and working behaviours
- ✓ **Improved relationships** with partners and stakeholders
- ✓ **Staff engagement**, as they are participants in your journey of change to the desired culture
- ✓ **Effective performance management** including key cultural themes in appraisals
- ✓ **Insight to success** allowing you to pinpoint where culture change has been achieved
- ✓ **Improved accountability** as managers take an active, responsible role in the process
- ✓ **Clear visibility** aided by visual, easy to follow outputs (e.g. league tables, colour-coding, radar/bar graphs)



Measure

Define desired culture and compare with current culture



Understand

Design a roadmap to achieve the desired culture



Improve

Ease transitions (e.g. mergers, restructures, strategy change)

WITH TRANSCEND, YOU CAN IMPROVE PERFORMANCE DURING TIMES OF CHANGE. OUR BLEND OF TOOLS AND SERVICES HELP YOU UNDERSTAND AND SHAPE AN EFFECTIVE TEAM CULTURE.

Services



Tools

Solutions

- Customer Research & Insight
- Staff Capability & Engagement
- Transformation & Culture Change
- HR Process Review & Improvement
- Leadership Development & 360 Feedback
- Performance & Talent Management

FOR MORE INFORMATION,
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