



High-Performance Organizational Culture



LeadFirst Learning Systems – Partial Client List



Bank of America.



Honeywell



Culture

Team

Leader



CULTURE MIGRATION SUPPORT SOLUTIONS

Organizational Strategy and Performance

- Culture Measurement and Development
- Executive Culture Summit
- Culture Academy
- Polarity Change Management
- Strategy Execution
- Strategic Portfolio Management
- Post-Merger Integration
- Decision Optimization
- TalentFORCE Analytics

Executive Development

- Executive Coaching
- Strategy Execution Executive Summit
- Executive Signaling Skills
- High Stakes Communication
- Polarity Management Decision Framework

Leader Development

- Perspective on Leadership
- Business Acumen
- Managing Conflict
- Coaching with Courage
- The Career Management Workshop
- Leading Change
- Decision Optimization Workshop
- Strategic Agility
- Strategic Negotiation
- Becoming a Trusted Advisor
- Commercial Creativity

Team Development

- TeamTRUST
- Accelerating Team Performance
- Team Alignment Workshop

Organizational Culture in the GAAP Gap

Three decades ago, book value, as presented in the balance sheets of U.S. companies was, on average, around 95% of the market value of those companies. Now, book value is just 28% of market value; "intangible assets", most notably Organizational Culture, accounts for a large proportion of this GAAP Gap in most industries.

Unless leaders are enabled to measure and manage the organizational culture asset, they are precluded from managing a large fraction of wealth-producing assets of the enterprise.

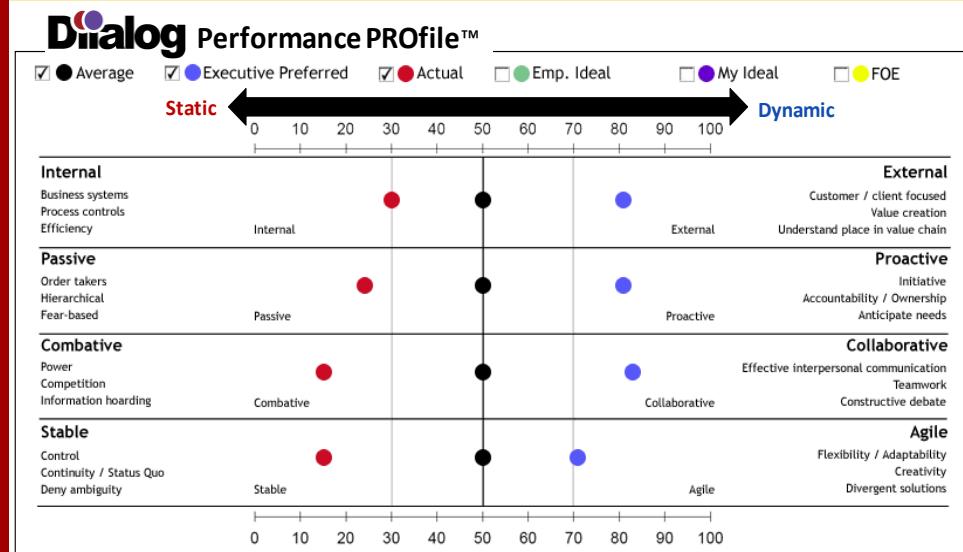
Organizational Culture is the most important of the intangible assets for three reasons:

1. Organizational Culture is the foundation upon which all other stakeholders – clients, investors, partners/suppliers, employees and communities – are served. All other intangible assets are supported by the culture foundation.
2. Organizational Culture formation and development does not lend itself to "templated" approaches, thus, it is very difficult to copy and replicate. It provides what business strategist, Michael Porter, calls an "economic moat" of competitive advantage (or protection) around an enterprise.
3. Organizational culture is the "internal brand." A lack of congruence between a company's internal and external brand can be a terminal problem.

Define and Measure Your Current and Preferred Future Cultures with the Dialog Culture PROfile™

Determine the intensity of your defining cultural characteristics and the most prominent issues that restrain high-performance

Levels 1, 2, and 3 Culture Measures provides both "telescopic" and "microscopic" views of your culture. This enables precision-allocation of improvement resources to drive performance.



Dialog Performance PROFile™

Dialog is a valid, reliable and economical assessment system for measuring and developing organizational culture. Dialog is unique in several of its empirical features, including:

- Correlation and causal linkages to business performance outcomes
- Normative database facilitates comparative culture benchmarking
- Behavioral focus
- Multiple perspectives – Preferred Future vs. Actual Culture
- Survey efficiency ensures economical administration
- Available in 11 languages

The Executive Summit on Culture

The Summit is a foundational element of LeadFirst's proven approach to developing high-performance organizational cultures. The purpose of the Executive Summit on Culture is to move senior leadership to *informed* commitment about what it takes to create a dynamic, high-performing, and enduring organizational culture.

The Culture Academy

The Academy is an intensive and highly interactive experience for the principal champions and implementers of a disciplined culture measurement and migration initiative. It follows the Executive Summit and provides deep insights to the Current and Preferred cultures, sub-cultures and counter-



Comparative Benchmarks Inspire Positive Change

When it comes to organizational culture, most organizations consider only their internal perceptions of the behaviors, attitudes and norms that drive and restrain performance. Research shows that these internal perceptions are routinely inaccurate and often misleading.

LeadFirst's *Dialog Culture PROfile™* enables a decidedly more objective comparative view of your culture. In one organizational "snapshot", *Dialog* reveals:

- Your Executive Team's Preferred Future culture
- Your Actual culture, sub-cultures, and counter-cultures
- Your culture as compared to the average LeadFirst composite culture
- Your overall Actual culture as indicated by your Highest Performers
- Your culture as compared to the high-performing *Firms Of Endearment**
- Your culture as compared to other constructive benchmarks

The social media features of *Dialog* enable ongoing "pulse measurement" to ensure improvement initiatives are yielding results. The employee-interactive "Solutioning" feature engages employees in the culture improvement effort.

Dialog Three Levels of Insight





Organizational Culture Management System

TIME TESTED

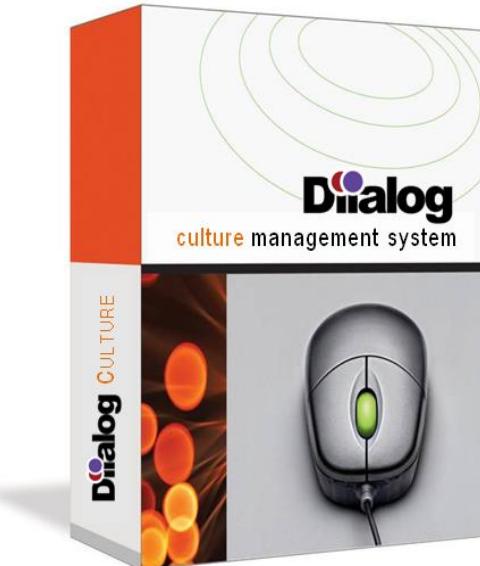
Backed by LeadFirst's 30 years of experience and empirical research in the related fields of leader, team and culture development.

GUARANTEED

As a matter of practice, LeadFirst extends a complete results guarantee for any service delivered to our clients. LeadFirst programs and services will meet or exceed the agreed-upon objectives, or 100% of engagement fees will be refunded.

SUPPORTED

LeadFirst advocates complete knowledge transfer and client self-sufficiency, but is here to support you in the background, on technical issues, or in the



The jury's in on the influence of organizational culture on business outcomes, including financial performance. A myriad of well-designed, well-executed, peer-reviewed research studies reveals the clear and direct impact culture has on employee, team and enterprise performance in most industries and economic cycles[†].

Now, the *Diiialog Culture Management System™* makes it easier than ever before to measure and manage your organization's culture. *Diiialog™*, a next-generation organizational performance measurement system, uses a safe, secure and highly engaging social media platform upon which to define your organization's preferred culture, as well as your present culture, sub-cultures and counter-cultures.

[†] Contact Admin@LeadFirst.com for research results.

- Measure culture with precision and identify gaps between your current and Preferred Future culture.
- Engage everyone in the culture conversation from the bottom-up and top down using *Diiialog's™* social media platform.
- Measure both direction and intensity by culture, sub-cultures, counter-cultures, departments and high-performers.
- Be informed by best-in-class cultures, but align to YOUR Preferred Future culture. Constructive benchmarks promote stretch goal-setting.
- Pinpoint the highest-leverage issues that will create your Preferred Future culture. Optimize ROI of culture improvement initiatives.
- Business language, business focus, valid, reliable and economical. Appeals to the pragmatism of line management.
- Continuous culture dialog moves beyond point-in-time measures and accelerates improvement.
- Culture dashboards put you in the driver's seat.
- Easy to install, pilot and scale.

If there is a gap between the culture you have and the one you need to execute your business strategy, *Diiialog™* will isolate and rank order the issues that stand in your way. If you need help developing initiatives that will address culture-restraining issues, switch on the *Solutioning* function to fully engage organizational members in idea generation and prioritization.

If you have organizational members who do not have access to the Web, or who speak a language other than English, no worries, *Diiialog™* is offered in multiple languages and can be administered in a paper-based format*.

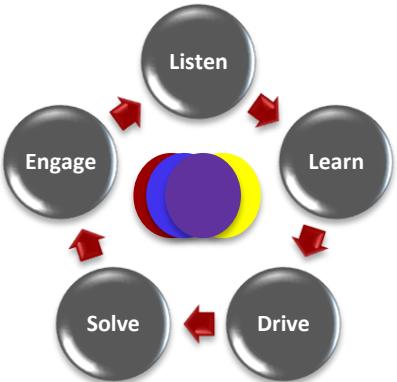


A Continuous Diiialog™

Your culture is dynamic and changing even as you read this. Yet, traditional culture surveys are static and episodic. *Diiialog™* enables you to engage your organizational members in a continuous cultural conversation.

Should you want even greater perspective, *Diiialog™* will introduce constructive benchmark data that provides visibility to how your organization's culture compares to the average culture, composite industry cultures, or high-performance cultures.

Multiple views, comparative benchmarks, and continuous feedback create a virtuous cycle of culture improvement.



Your Culture Dashboard enables you and your team to zero-in on high-leverage improvement opportunities, and to allocate resources most effectively and efficiently.

Diiialog™ moves organizational culture beyond the realm of "intangible" asset by presenting an unambiguous vocabulary to discuss culture, and precision metrics to monitor progress. Once made tangible, human resources executives and other stewards of organizational culture will find they can offer a more credible strategic view on the relevance of culture to long-term strategic viability, further solidifying their seat at the strategy table.

The *Diiialog™ Culture Management System* is a state-of-the-science organizational performance platform that provides deep insights to the health and value of your organization's most important asset – its people.

Baseline-actual and Preferred Future culture measures ensure that you deploy improvement resources on the most promising initiatives. Ongoing longitudinal tracking increases the value of your *Diiialog™* knowledge base, engages expanded involvement from your people, and accelerates improvement.

Interested? A pilot test is only a phone call away. Please call us on...

No-Hassle Fee Schedule

Organizational Size (Employees)	Year-1 Baseline	Subsequent Years
< 500	\$15,000	\$12,000
500 – 1,000	\$25,000	\$21,000
1,001 – 2,500	\$30,000	\$26,000
2,501 – 5,000	\$40,000	\$35,000
5,001 – 7,000	\$60,000	\$54,000
7,001 – 10,000	\$80,000	\$72,000
10,001 – 20,000	\$150,000	\$130,000
> 20,000	\$200,000	\$170,000

EXECUTIVE TEAM CULTURE SUMMIT

Ideally suited to create informed executive commitment to culture change, LeadFirst Executive Consultants, using your *Diiialog* results, create a leadership platform for sustained culture improvement.*

CULTURE ACADEMY

Chartered by your Executive Team during the Culture Summit, the Culture Academy is a comprehensive planning and knowledge transfer process, facilitated by LeadFirst Culture Change Faculty, designed to develop an 18-month precision plan for effective and efficient culture improvement.*

IMPLEMENTATION SERVICES

LeadFirst believes in line-led, HR-supported, and self-sufficient culture change. We do, however, offer a suite of proven methods, tools and programming to facilitate your efforts and to accelerate change.*

(866) 459-9261

About LeadFirst Learning Systems, LLC

Since 1982, LeadFirst Learning Systems, LLC has helped organizations perform, both in the short-term and long-term. For three decades, we've work with leading corporations, emerging companies, social sector organizations, and governments around the world on the growth issues that are most important to them.

A complex challenge, growth involves developing leaders and leadership cultures that can identify new opportunities through creativity and insight; it also involves the persistent effort of removing the barriers to growth that build up over time in any organization. Growth is about seeing where to grow, but also seeing and acting upon the obstacles to growth.

Known for our holistic perspective, we engage with our client organizations as their resource for growth. The results we have co-created with our clients stand for themselves: 30,000 senior managers developed, engagement ROIs in the range of 325% to 3,200% with cumulative impacts on business outcome metrics that include sales, EBIT, retail shrink rates, customer loyalty value, employee engagement, and decision optimization.

LeadFirst offers a portfolio of business strategy, leader development, organizational culture, customer value and TalentFORCE™ Analytics services for clients seeking to grow top- and bottom-line performance, shareholder value, and their social influence. By bringing all of these services to bear, we co-create sustainable growth with our clients.



LeadFirst Learning Systems – Partial Client List



High-Performance Organizational Culture
by Design



LeadFirst Learning Systems, LLC

Charlotte ■ Philadelphia ■ New York ■ Washington, DC

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www.LeadFirst.com