



*“The only thing of real importance that leaders do is create and manage culture. If you do not manage culture, it manages you, and you may not even be aware of the extent to which this is happening.”*

Edgar Schein  
MIT Sloan School of Management

### CULTURE AFFECTS EVERYTHING

Your organization’s culture is a lot like the personality of the company. It’s the set of traits that defines the common beliefs and values of the company. And while your culture is not directly visible, it is reflected in the actions and the opinions of the people in the organization. It’s also reflected in the views and beliefs of your leadership and in the shared perception of everyone in the company — “it’s the way we do things here.” Organizational culture literally permeates a company, bonding the people of the organization together with a shared set of principles. Ultimately it affects the performance of your organization and the ability to recruit and retain the best talent.

### IS PERCEPTION REALITY WHEN IT COMES TO YOUR CORPORATE CULTURE?

How do you know if *your* perception of the culture is actually the *shared* perception throughout your organization? Any organization interested in improving performance or maximizing its ability to meet strategic goals could benefit from knowing the degree to which the *perceived* culture matches the *shared* culture.

A Cultural Assessment can help. Our Sequent Talent Management Consultants can use this assessment tool to identify the vitality of your organization’s culture and gauge the willingness and ability of your people to achieve the goals you have defined.



## THE OUTCOMES

A Cultural Assessment helps identify the barriers and issues that prevent business owners and leaders from achieving the results they desire. This assessment will help you identify:

- Gaps between the perceived culture and the actual culture
- Workplace behaviors and consequences of those behaviors
- Obstacles that are hindering the team/organization in accomplishing it's goals or mission
- Circumstances that hinder the team process and interpersonal effectiveness
- The "undiscussables" that are often deeply imbedded in an organization's culture and result in poor performance
- A high-level action plan for identifying and nurturing the vitality of the organization's culture

## OUR APPROACH

Our assessment approach includes a proven methodology for helping companies assess their current processes against their future needs. We incorporate the best practices we have deployed with our clients to create a custom plan for you. The process we use includes three-phases: **Discover**, **Develop** and **Deploy**.

In our **Discover** phase we survey, assess and understand your goals. Sequent consultants will present an assessment survey to the select group in the organization. Then we will analyze the survey responses and correlate the results.

In the **Develop** phase, we will work closely with your organization to develop a customized, high-level action plan to help prioritize what to do in order to achieve your goals. This action plan will outline the Next Steps in the form of the tools and processes needed to manage and/or change the culture of the organization.

Finally, in the **Deploy** phase we show you how we can work with you to use the tools and processes identified in the Develop phase to manage and/or change the culture of the organization.

