

**O**rganization Culture is a set of shared, underlying assumptions about what is valued, how people should behave and other beliefs about what is “normal,” “accepted” and “rewarded” within an organization. Because Culture is the root of all behavior in an organization, it affects every part of the business—from employee engagement to customer satisfaction.

Successful organizations have a culture that is aligned to and supportive of the business strategy. The key is to be intentional and not let it manage you. Instead, do what you can to understand it and be deliberate about what kind of culture you need to have to achieve sustained business outcomes.

It’s also important to understand if and where any gaps exist between what Leadership believes, espouses or aspires the Culture to be—and what employees believe or assume about the Culture of their company. By understanding the cultural landscape and where Culture is supporting or hindering growth, senior leadership can set the stage for and drive for alignment and growth.

The **ConvergentProfiler™** for Organization Culture provides an approach that enables the senior leadership team to better articulate the Culture and identify the critical areas on which they need to focus in order to drive the greatest impact and value.

When you consider the cultural profile of your organization, consider this:

- *Is the behavior of your organization helping or hindering the realization of your vision?*
- *Are your employees engaged to innovate on behalf of the customer?*
- *Does the organization system facilitate or hinder effective and efficient execution?*

### How It Works

The **ConvergentProfiler** for Organization Culture provides a detailed assessment on how well a comprehensive set of cultural attributes describes the organization’s current culture. It provides overall ratings about the Culture and its opportunities. It was developed using professional assessment development practices, including validation with a wide array of leaders and leadership professionals.

The **ConvergentProfiler** for Organization Culture includes:

- A cultural attributes rating list (e.g. participants are asked to rate each attribute as to how well it describes their organization’s current culture).
- Ratings of employee perceptions of how well they are represented within the Culture.
- Ratings of employee perceptions of how well the Culture is working now.

### Getting Started

We begin by assessing your Top Team against a **ConvergentCompany™** standard which is derived from both the feedback of top performing CEOs and CHROs of Fortune 500 organizations, as well as 20+ years of experience researching and working with executive teams and global organizations to drive organizational and cultural alignment.

The process itself is simple and requires that every employee complete a 30-minute survey. The tool is web-based and completely automated using smart technology.

### Benefits & Outcomes

The **ConvergentProfiler** for Organization Culture provides a springboard for action and allows leaders of an organization to better articulate which aspects of the Culture are supporting the achievement of business results and which factors are getting in the way.

## ConvergentProfiler™ for Organization Culture

**A diagnostic tool to discover how well your culture is enabling your leadership mission and strategy**

- Ratings of impact on current culture on company performance.
- Worksheets for defining perceptions of current culture and defining a vision for an aspirational culture.

**What would be possible if you could identify your cultural gaps and reconnect them to your organization’s values, vision and higher purpose?**

