



---

# Southam Consulting, LLC

## Culture Alignment Profile

---

### What it is

The typical “attitude survey” can be dangerous because the findings are shallow. To truly understand the cause-and-effect loops in your culture, you must examine the underlying *assumptions* that drive the attitudes that drive the behaviors.

The Culture Alignment Profile does just that – it quantifies employee assumptions on cultural factors important in your organization, then links the assumptions to their attitudes and behaviors. The result is a “real” picture of how to improve your culture.

### Deliverables

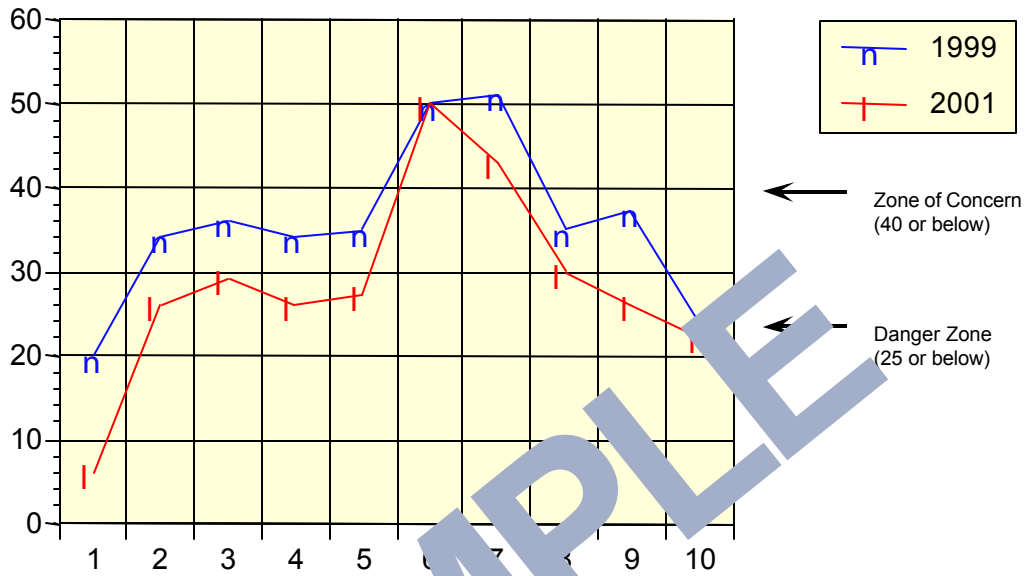
Your CAP report will be about 250 pages, depending on the number of survey items, the report sections selected by you, the number of demographic breakouts, the length of responses to open-ended questions, etc.

Of course the value of the Culture Alignment Profile is not in the number of pages but in the smart decisions it enables you to make. That’s the power of strategic, decision-making information.

Your Culture Alignment Profile will contain a wealth of data sliced and diced in ways that make sense and are immediately helpful in building stronger teams, increasing collaboration and in creating a high(er) performance organization. Although our proprietary computer software crunches the numbers and produces the charts, graphs and tables, the actual analysis is done by living and breathing humans who are experts in organizational culture and who immerse themselves in your data.

The following pages show two of the many ways in which your organization’s performance feedback is presented in a CAP report.

# NuCorp Assumption Profile, 2004 & 2005



Behavior Category	1999 Rating	2001 Rating	Change
1. Ownership	20	6	-14
2. Performance / Excellence	34	26	-8
3. Teamwork / Communication	36	29	-7
4. Leadership / Supervision	34	26	-8
5. Profitability / Cost Effectiveness	35	27	-8
6. Colleague Relations	50	50	0
7. Customer / Client Relations	51	43	-8
8. Innovation / Creativity	35	30	-5
9. Training / Development	37	26	-11
10. Candor / Openness	24	22	-2

© 2005 Southam Consulting, LLC

March 2005

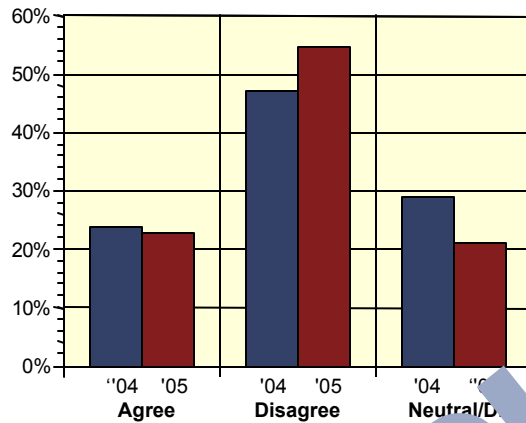
CAP sample #1 - compares the client's "Assumption Profile" for 2004 and 2005. These assumptions are then correlated with employee attitudes on a range of issues critical to organizational performance.



All CAP Materials © The Duncan Company. Presented in partnership by Southam Consulting, LLC.

(740) 453-4547 <http://www.southamconsulting.net>

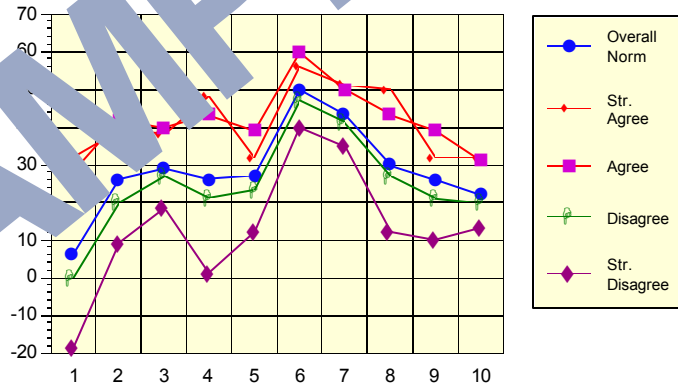
**Item 60:** It is safe to say what you think around management.



2% Strongly Agree  
 21% Agree  
**23% Total Agree**  
 22% Strong Disagree  
 33% Disagree  
**55% Total Disagree**  
 21% Neutral  
 Don't Know  
**21% Total Indecided**

**Behavior Categories**

1. Psychological Ownership
2. Performance / Excellence
3. Teamwork / Communication
4. Leadership / Supervision
5. Profitability / Cost Effectiveness
6. Collegiality / Relations
7. Customer / Client Satisfaction
8. Innovation / Creativity
9. Training / Development
10. Candor / Openness



**Behavior Categories**

Interestingly, only half of the officers place themselves in the Agree column on this item. Among all respondents, many of the undecided from 2004 are forming an opinion . . . and that opinion seems to be that candor is unsafe at NuCorp. Note the especially pessimistic assumptions regarding Psychological Ownership among the 22% of respondents who place themselves in the Strongly Disagree column. Note commentary on Items 54, 55 and 56 regarding the effect this is having on collaboration, teamwork and overall performance.

CAP sample #2 - shows the "Assumption Profiles" (lower graph) associated with employee attitudes toward the "safety" of speaking openly around management. Every single survey item is analyzed in this way.

