



Denison

Bringing Organizational Culture & Leadership to the Bottom Line



Linking Culture & Leadership to the Bottom Line A Workshop for Leveraging Change

Ann Arbor, Michigan

July 16-17, 2002

For the many consultants, executives, and managers who are interested in applying the Denison model and diagnostic surveys to improve performance, we now provide a consulting workshop, open to the public, offered several times per year in different locations.

This Workshop Provides:

- An overview of the Denison model
- Background on research linking the model to bottom-line performance
- Interpretation skills for the culture, leadership, & team surveys
- Experience in using our work to drive the change process

The Denison model and diagnostic surveys are used by over 1000 organizations worldwide. They have found many applications during mergers, acquisitions, and turnarounds, and have been used to improve profitability, customer satisfaction, quality, and growth. These tools have been applied in both public and private sector organizations in over 25 countries. For more information about our work, visit our website at www.denisonculture.com.

Workshop Logistics:

- Location: Ann Arbor, Michigan during Art Fair. <http://www.annarbor.org>
- Program Fee: \$1500 for the first person and \$1000 for any additional people from the same organization
- The Workshop Includes
 - *All materials for the session in both paper and electronic form
 - *An on-line Leadership 360 assessment for each participant
 - *An on-line Culture diagnosis for up to 25 people
 - *Breakfast, lunch, & snacks each day of the workshop



This workshop will be co-taught by Daniel Denison and William Neale

To Register for this Workshop, Please Contact :

Shannon Martin at 734.302.4002 (smartin@denisonculture.com)

If you can't join us in July, consider our next workshop on September 19-20 and stay for a U of M Football game!



Daniel Denison is Professor at IMD Business School in Lausanne, Switzerland. Along with Bill Neale, he is the author of the culture model and diagnostic surveys. He is also co-founder of Denison Consulting in Ann Arbor, Michigan, USA

William Neale is president and CEO of the Neale Group and co-owner and partner of Denison Consulting. Prior to his involvement with Denison Consulting he was president of Human Synergetics and Director of the Center for Management Development at General Motors Institute.

