



# Denison

Bringing Organizational Culture & Leadership to the Bottom Line



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

Vail, Colorado,  
April 10-12, 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](http://www.denisonculture.com).*

### **Workshop Logistics:**

- Location: Sonnenalp Resort, Vail, Colorado ([www.sonnenalp.com](http://www.sonnenalp.com))
- Program Fee: \$2350 per person, which 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
  - Discounted events including wine tasting, fondue, yoga, and outdoor activities

*-Vail is noted for its world-class skiing experience, so plan to stay through the weekend to enjoy Spring skiing and continued time with conference colleagues!!*



### **To Register for this Workshop, Please Contact :**

Shannon Martin at 734.302.4002 ([smartin@denisonculture.com](mailto:smartin@denisonculture.com)) or  
Tracy Tutag at 970.926.6209 ([ttutag@denisonculture.com](mailto:ttutag@denisonculture.com)).

***This workshop will be co-taught by Daniel Denison and Caroline Fisher***



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

Caroline Fisher is a consultant on culture change & leadership development. Her recent award-winning article, "Culture Matters," helps leaders and consultants to drive change. The Fisher Consulting Group, is based in Vail, Colorado

