



Denison Certification Workshop Overview

BETTER CULTURE MAKES
FOR BETTER BUSINESS



With 25+ years of experience with over 8,000 clients, Denison Consulting has developed best-in-class research, assessments, and methodologies to help organizations drive change and boost performance. Becoming certified at a Denison Certification Workshop brings that expertise to you.

Here's how the process works:

- 1. Strategic Fit:** We start with a conversation to develop an understanding of your practice, how you work within your network, and your unique client needs.
- 2. Product Overview:** Next, one of our team members will overview our research, validated tools, and methodologies. Subject matters include: the Denison model and its origins; our culture, employee, and leadership assessments; our benchmarked content modules; and more.
- 3. Certification:** During our scheduled certification workshops, Dr. Daniel Denison (Chairman & Founding Partner) and our team of Senior Consultants will lead you through several integrated case studies. These include real life examples of culture and leadership data with performance analytics and action planning guides.
- 4. Pilot Project:** To cement the learnings within the certification process, we offer a complimentary culture or leadership project. Through the pilot, you will gain an intimate understanding of Denison's process from survey set-up to report delivery.

What do you get access to as a Denison Certified Professional?

Denison Certified Professionals handle and own the client relationship, while the Denison Team manages the survey project. Denison gives Certified Professionals access to:

- Denison's sales & marketing team
- All marketing materials
- Extensive library of consulting support materials including results review templates
- Sales presentations, graphics, and support
- Co-sponsored workshops or marketing events to support your needs
- Ongoing partner monthly webinar trainings
- Full pricing guide