

THE DENISON ORGANIZATIONAL CULTURE SURVEY



STRATEGIC ALIGNMENT



MERGER & ACQUISITION



TRANSFORMATION & TURNAROUND

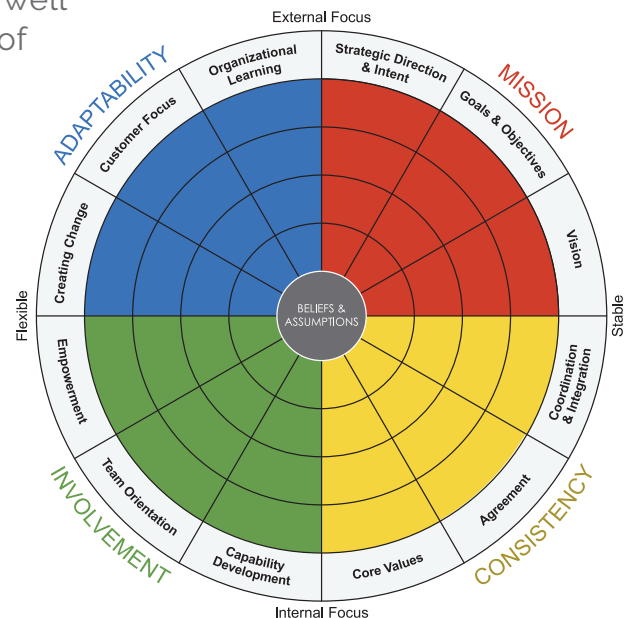


TALENT MANAGEMENT

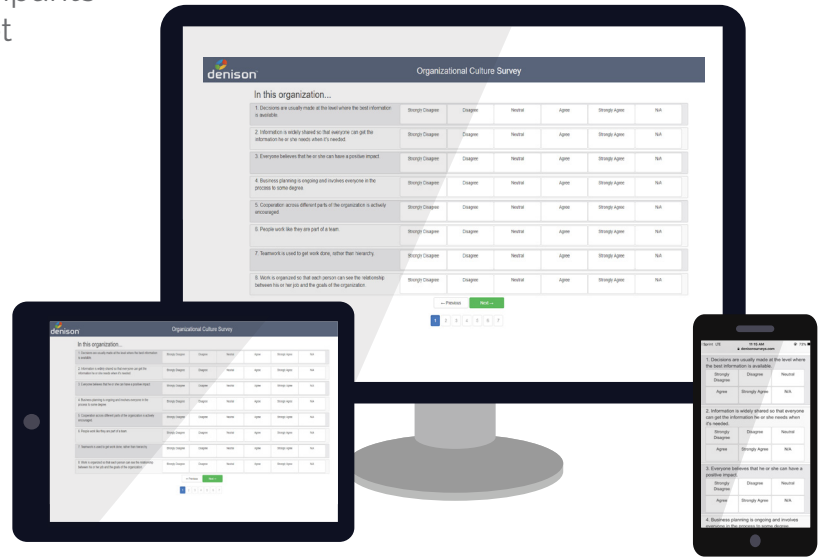
The Denison Organizational Culture Survey (DOCS)

is designed to give an easy-to-understand, yet comprehensive, analysis of the cultural dynamics of an organization by evaluating the underlying cultural traits and management practices that impact performance. Based on the Denison Model, the DOCS measures specific characteristics of culture that drive important business outcomes such as profit growth, sales growth, customer satisfaction, innovation, employee engagement, risk/safety and quality.

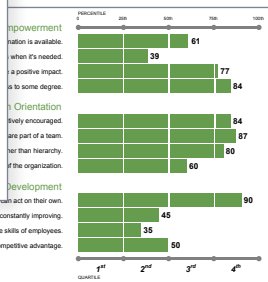
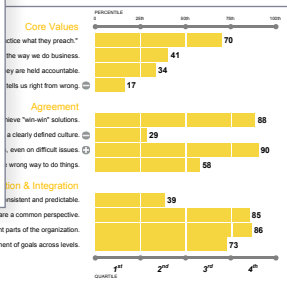
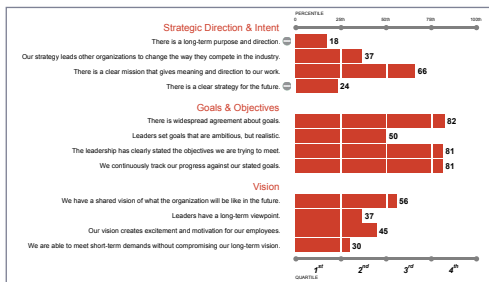
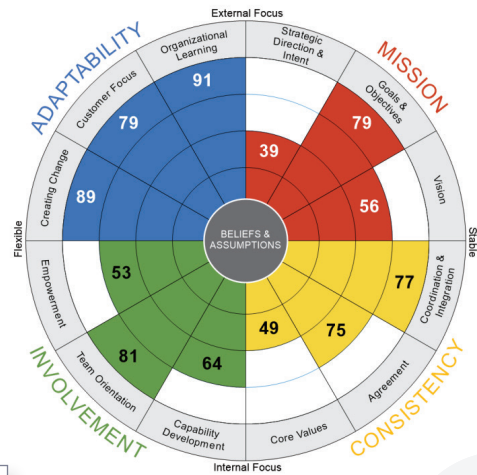
Traditionally, organizational culture surveys have taken a behavioral approach, making it difficult to link the results back to business. Written in easily understood business terms, the DOCS is a user-friendly tool that enables leaders, key stakeholders and employees to understand the impact their culture has on their organization's effectiveness, as well as identify areas of improvement.



Taking less than 15 minutes for participants to complete, the DOCS presents a set of 48 standard items that describe different aspects of an organization's culture. Using normative scoring, we compare your organization's raw survey data to our global database of over 1,000 organizations (from multiple industries, regions and sectors) to tabulate a graphical profile, which conveys results in percentile scores. This method enables you to benchmark your scores, providing an objective measure of your organization's progress towards achieving a high-performance culture. It also provides an opportunity to include customized questions unique to your organization.



These circumplex and line-item bar charts represent the overall results of an organization's DOCS. Survey results can be further segmented and compared by filters such as Business Unit, Region, Level, Function, Department, etc.



For more than 25 years, the DOCS has been used by over thousands of companies worldwide and has become the culture and effectiveness assessment tool of choice among the world's leading organizations such as BP, Coca-Cola, Lenovo, and NASA.

The DOCS is a valuable tool for the following and more:

- Integrating mergers and acquisitions
- Aligning culture to support strategy implementation
- Assessing and improving organizational and team performance
- Organizational turnaround and transformation
- Managing large, complex change initiatives
- Determining organizational development or training needs necessary for culture change
- Adding value and impact to existing employee opinion and engagement surveys

FOR MORE INFORMATION

United States

121 W. Washington Street
Suite 201
Ann Arbor, MI, 48104
Phone: +1 (734) 302 4002

Europe

Freiestrasse 7
CH-8570 Weinfelden
Switzerland
Phone: +41 71 552 0571

United Kingdom

36 Coquet Terrace
Newcastle upon Tyne
Heaton, NE65LE England, UK
Phone: +44 7961 974 568