



MEASURING AND MASTERING YOUR CULTURE



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PeopleTek
Leaders Developing Leaders

Mastering Your Culture

1. What are you doing to cultivate leadership and colleagues within your organization?
2. How are you measuring progress?
3. Do you have a plan to take you from where you are today to where you want to be in:
 - 1 year?
 - 5 years?

Liberating Belief

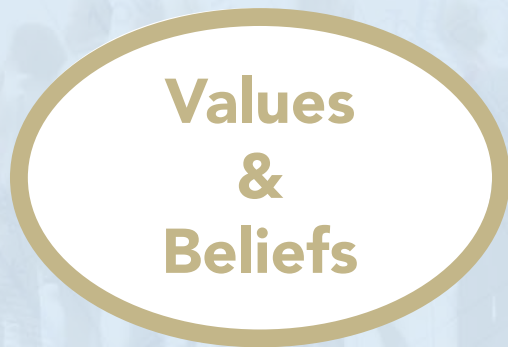
*My effort
makes a
difference*



Want To



Engaged



*My effort
makes no
difference*



Have To



Disengaged

Limiting Belief

Enhances Revenue and Drives Innovation

Creates Overhead and Resists Change



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Corporate Culture

Culture is the shared beliefs and values guiding the thinking and behavior styles of members.

- What is normal.
- How decisions get made when you can't be there.
- The way we do things around here.
- How people will act under pressure.
- The glue that holds the organization together.

Two General Types of Culture

Unadaptive – Constraining – Defensive Cultures

- Drive Limiting Beliefs - Inactive/Reactive Behaviors
 - Image is more important than substance
 - Focus on blame
 - Maintain the status quo
- ***Creates Overhead and Resists Change***

Adaptive – Engaging – Constructive Cultures

- Drive Liberating Beliefs – Proactive Behaviors
 - Fosters innovation
 - Reinforces personal responsibility and accountability
 - Value performance
- ***Enhances Revenue and Drives Innovation***

Culture and Performance

Kotter & Heskett: Study of 207 firms over an eleven year period
as reported in their book Corporate Culture and Performance

Unadaptive Culture

166%

74%

36%

1%

11 Year Growth

Revenue

Stock Price

Workforce

Net Income

Adaptive Culture

682%

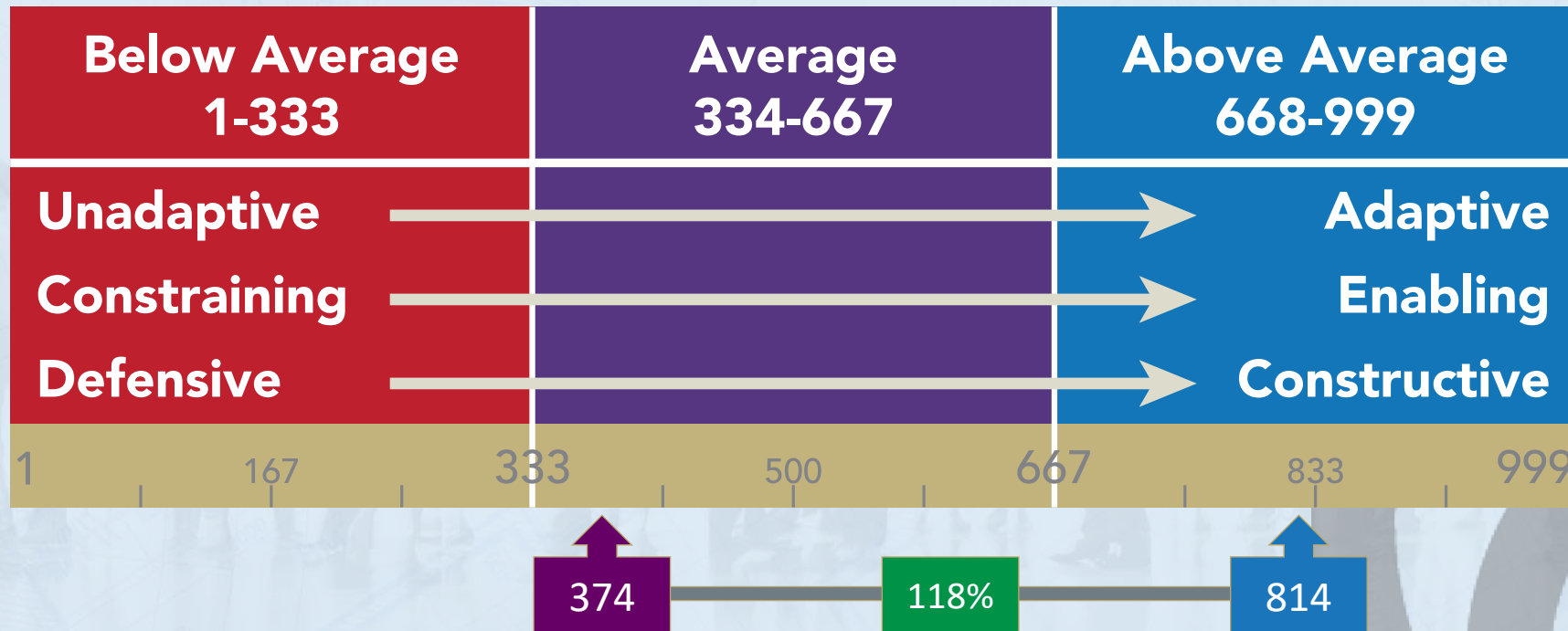
901%

282%

756%

North American Manufacturing

The Performance Index Continuum™



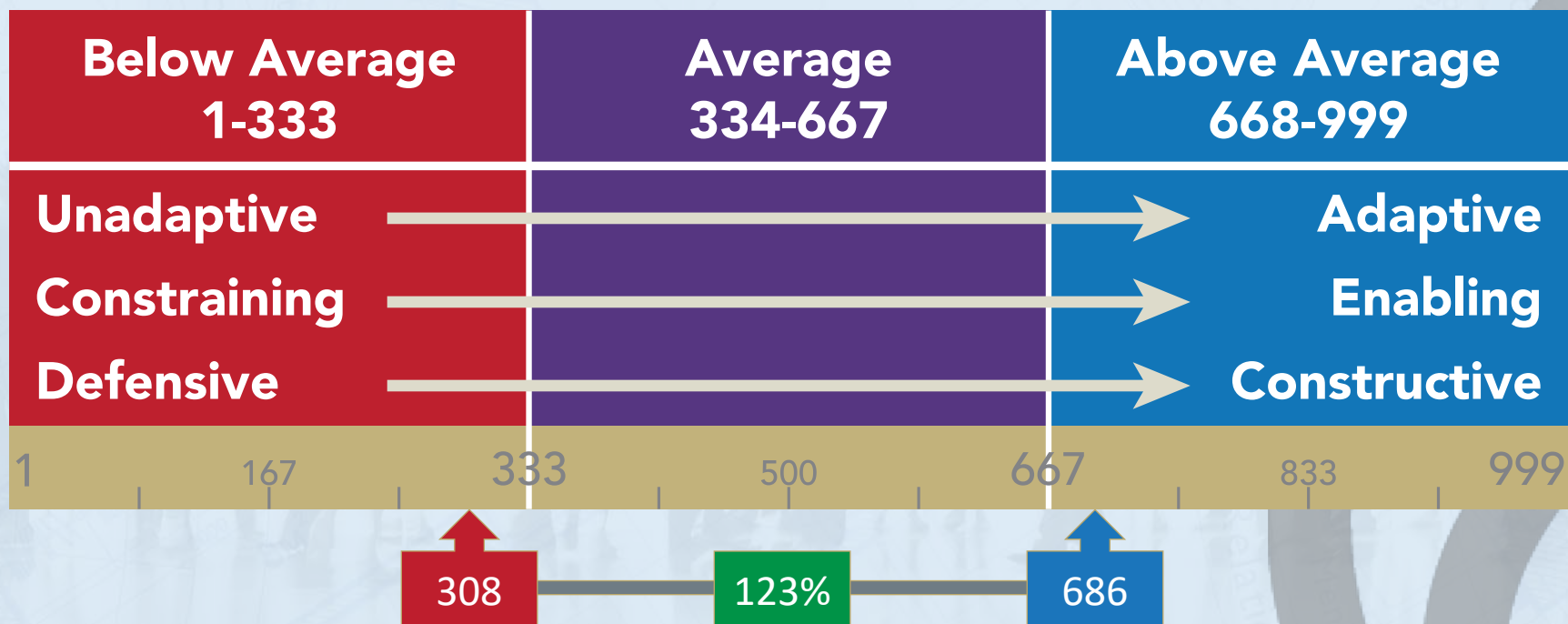
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Over a two year period...

- Revenue grew by 36%
- Income grew by 240%
- Quarterly Bonus grew by 3061%
- Long Term Debt fell by 36%

IT Service Company

The Performance Index Continuum™

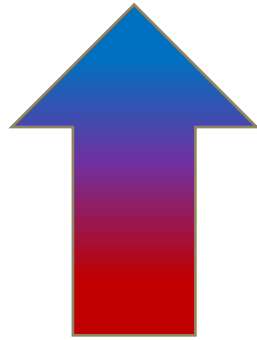


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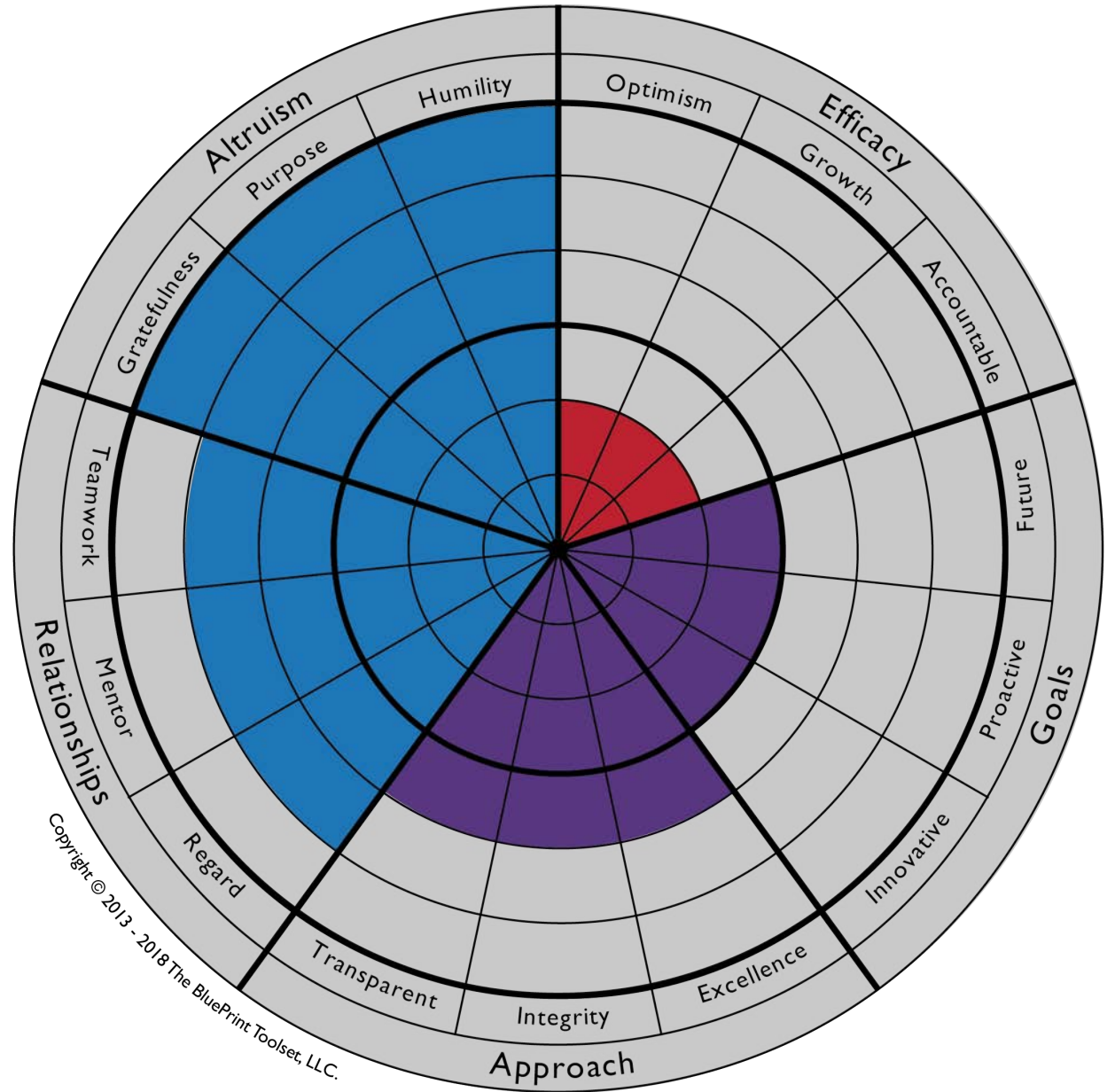
Over a two-year period...

- Service Design Time fell by 80%
- Service Transition Time fell by 50%
- MTBSI fell by from 1/wk - 1 in 180 days
- End User Satisfaction grew by 30%
- Client Satisfaction grew by 25%
- Gross Profit grew by 99%

45 Liberating Beliefs

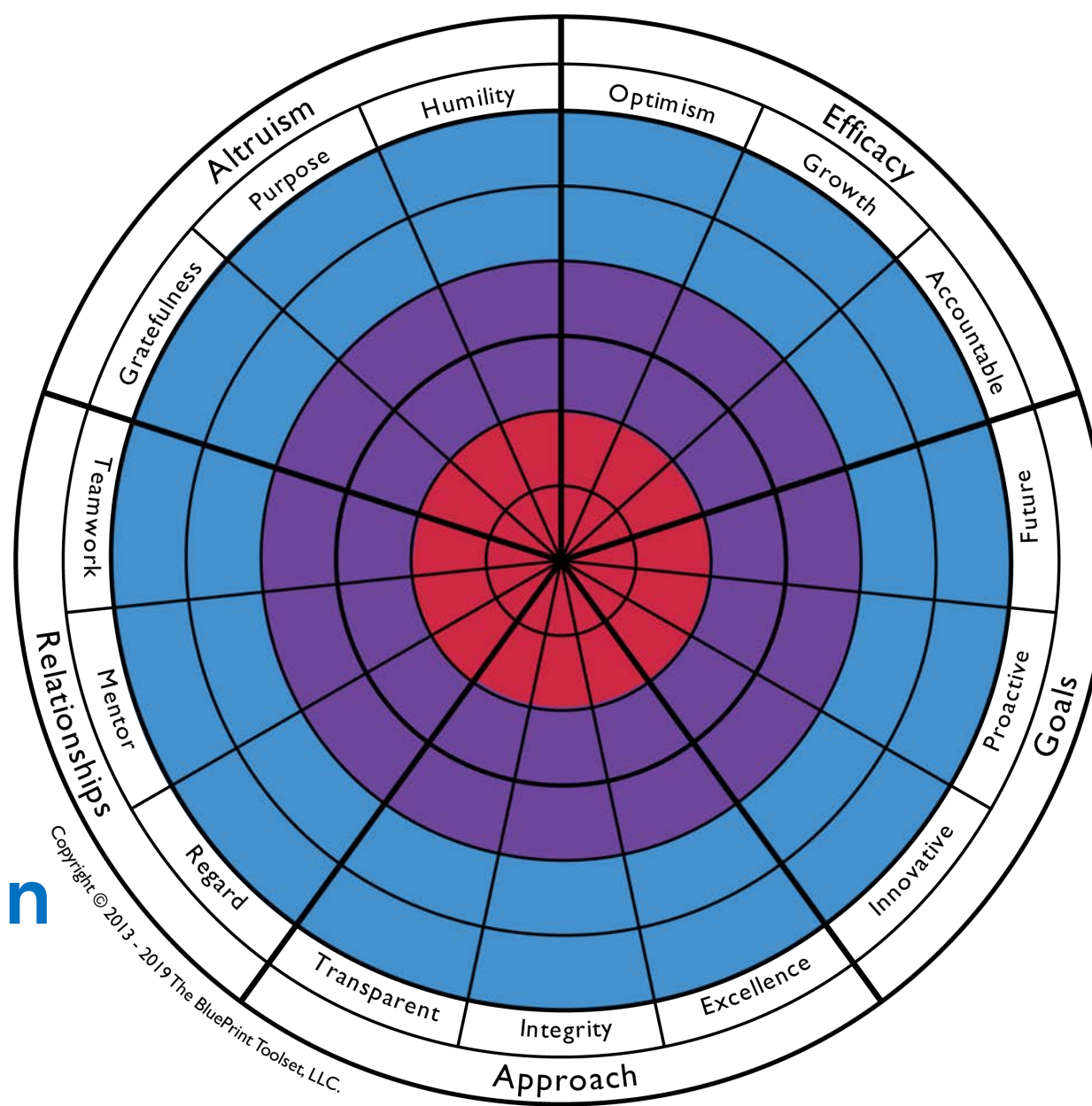


45 Limiting Beliefs



Higher
Purpose

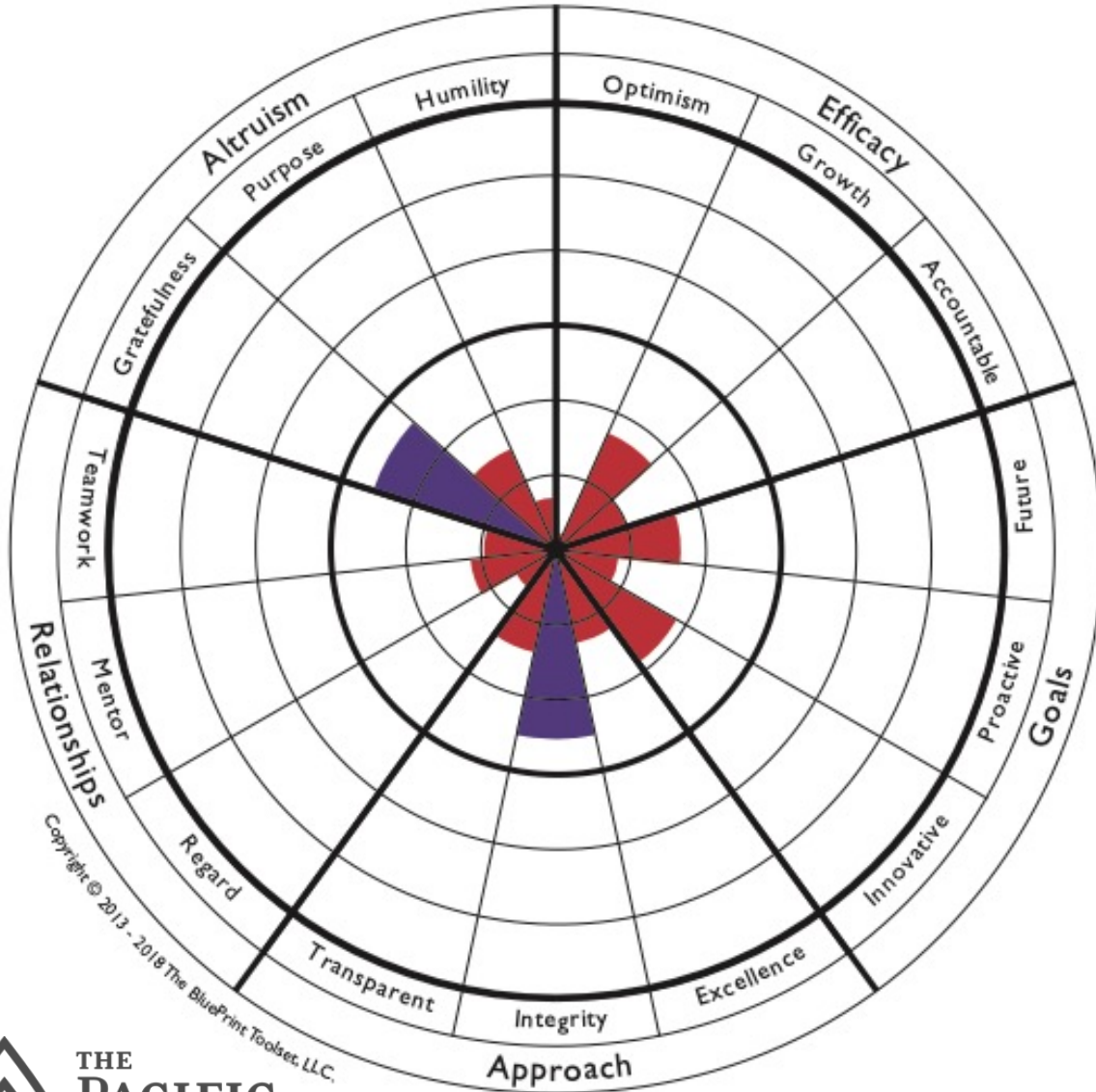
Confidence
& Energy



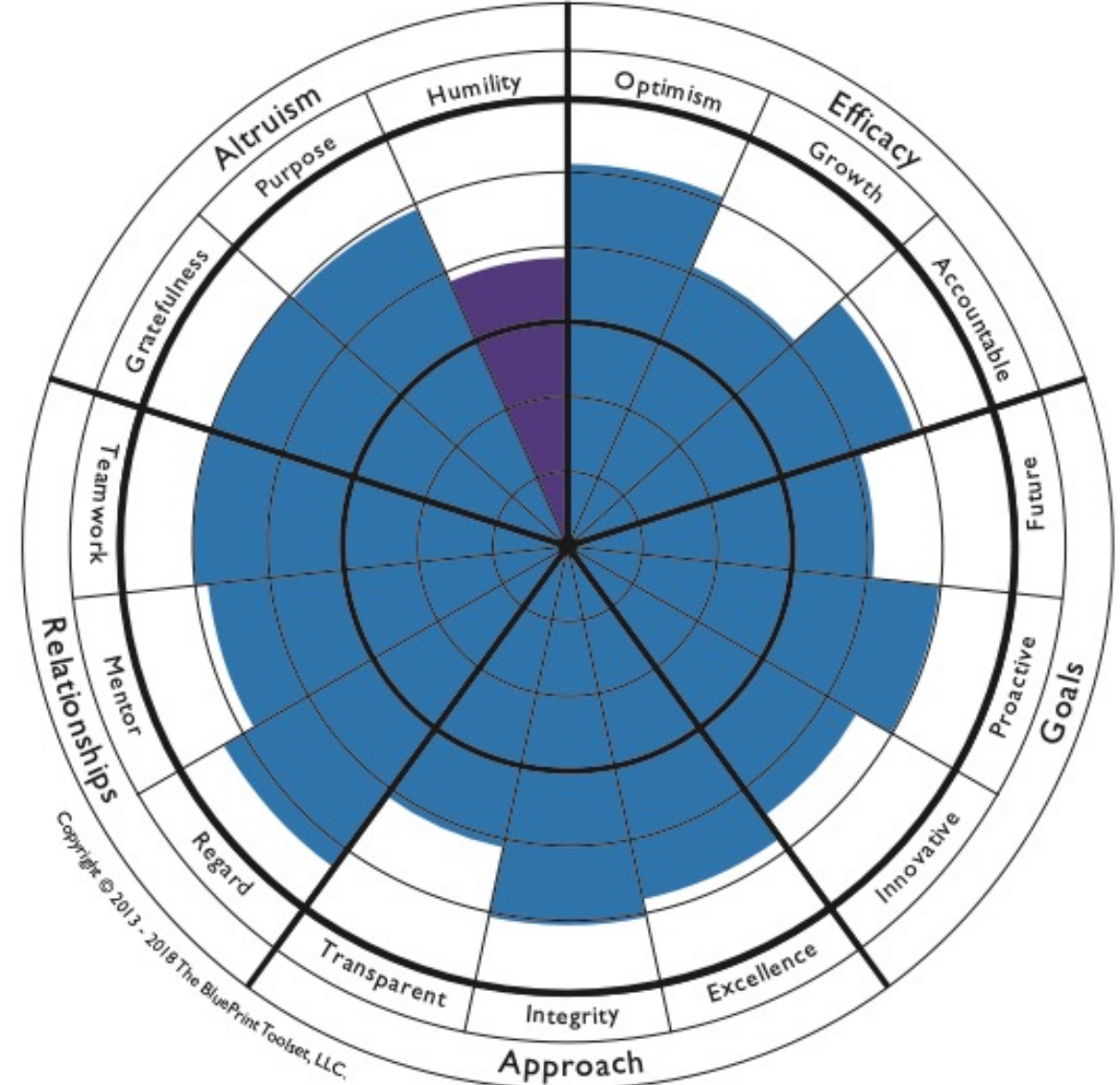
Collaboration

Resilience
& Agility

I = 223



I = 791



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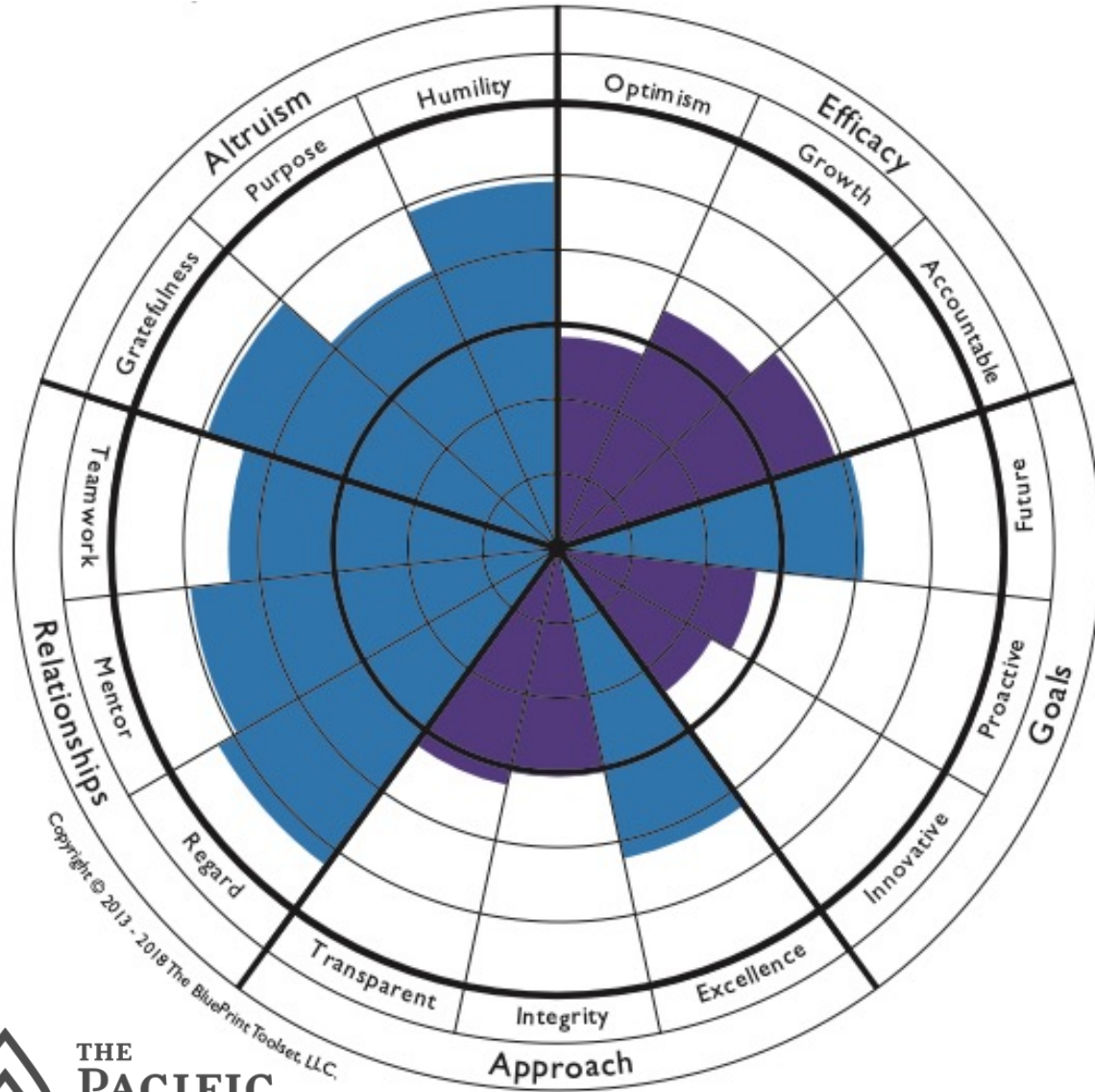
Government / Accounting

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Financial

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People - I = 655



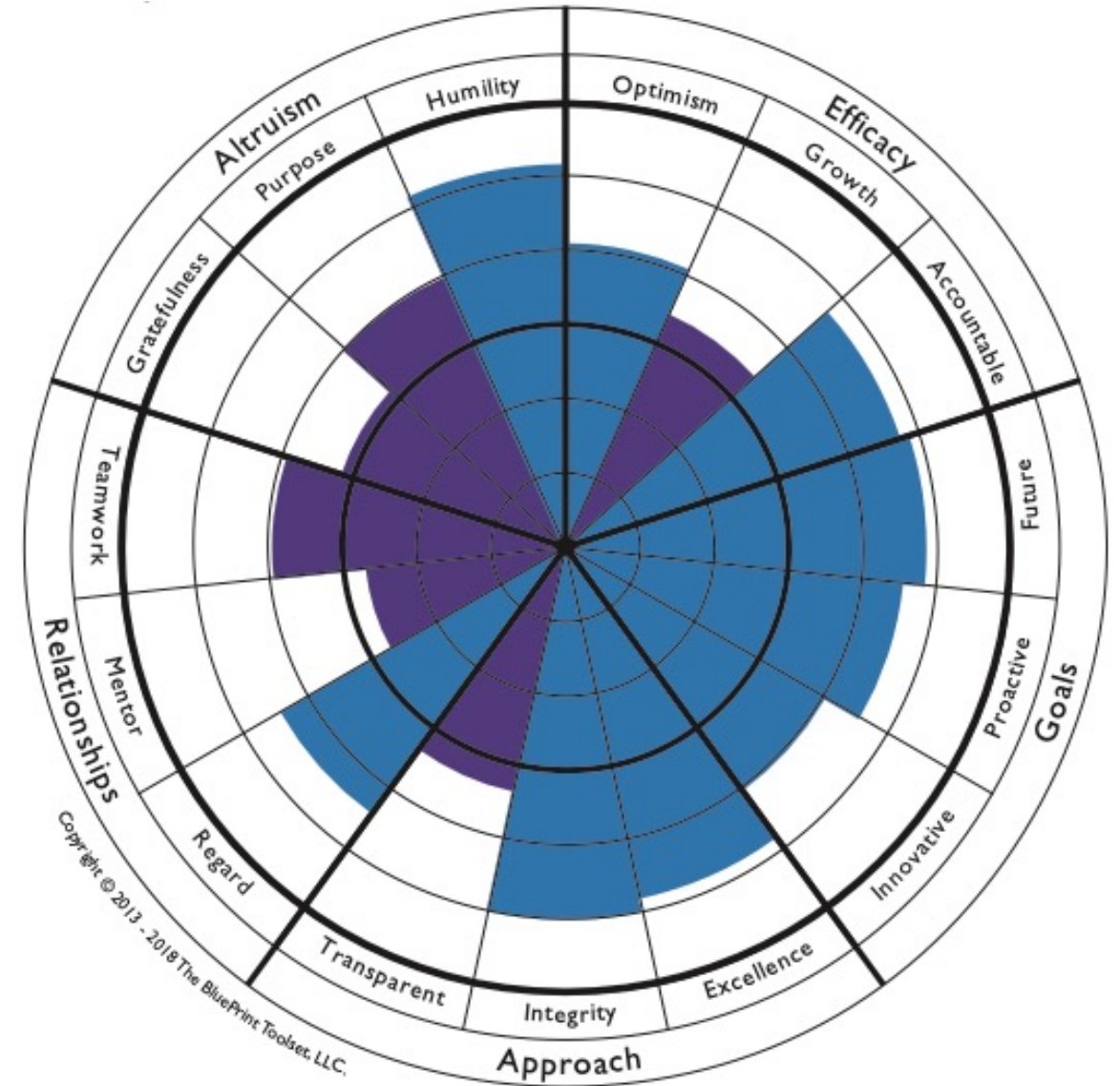
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Social / Service Club

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Task - I = 698



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Technology / Sales

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The Culture Journey



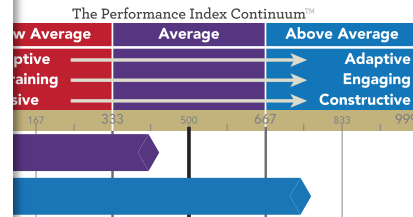
The Cultural Blueprint™

Sample Company

December 2018



Data



Culture Gap = 332*

Culture Survey

Members were given the chance to describe the culture survey; what they expected to achieve; what they thought they would fit into the organization; and the survey for a response rate of 77%.



Vision Culture Survey

12 Members were given the chance to describe the vision culture; what expectations would help the organization realize its mission in the most effective way. Of these members, 11 completed the survey for a response rate of 92%.



The Cultural Blueprint™ plots the index score for your data. The index score (i) simplifies the Blueprint™ data into a single average percentile score of all five factors or 15 styles. The index shows the extent to which the organization is achieving its goals. The scores range from 0-1000 where 500 is average. Below 500 the culture is more constraining than most other organizations; and above 500 the culture is more engaging than most organizations.

* Culture gaps less than 100 points require fine tuning and an appreciative inquire approach to achieve the target. Gaps between 100-200 are significant, but can be reduced with leadership attention and a structured process. Gaps greater than 200 are large and require a focused effort from leadership as well as a structured process.

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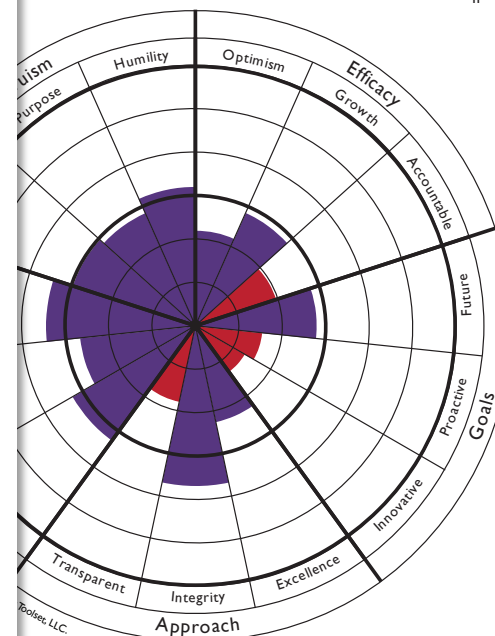
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Culture

Blueprint™

As of December 2018

index = 435
n = 152



Proactive, LLC.

December 2018

	Overall Culture	Vision Culture	Culture Gap
Expected to...	37	69	32
Ability to achieve goals	4.15	5.5	1.35
Why a new plan can work	3.89	5.2	1.31
Will be challenges to achieving my goals	4.52	4.8	0.28
Reasons a new plan will not work	2.33	2.6	-0.27
Most likely outcome	3.39	3.4	-0.01
Expected to...	48	69	21
Ability to grow	4.25	4.9	0.65
Of the task	4.16	5.5	1.34
For growth	4.63	5.5	0.87
I am capable of	1.67	1.9	-0.23
That I am capable of	2.98	2.4	0.58
That I am capable of	2.60	3.9	-1.3
Expected to...	33	74	41
Despite setbacks	4.33	5.4	1.07
More acting	4.25	5.0	0.75
Responsibility for my performance	4.39	5.7	1.31
Doing is too hard	1.98	1.3	0.68
Doing is too hard	1.79	1.3	0.49
Doing is too hard	1.80	1.6	0.2

Never Rarely Sometimes Usually Almost Always Always
1 2 3 4 5 6

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