

# COMPANY CULTURE MANAGEMENT

Every organization has a culture—whether it is a good one or not. Smart organizations actively manage their culture to ensure alignment with their values and overarching business goals. Having a great culture and happy employees produces a wide range of benefits.

Our approach to company culture management is customized to your organization. It involves a comprehensive culture assessment and refinement, which entails research, communications, change management, strategic planning, and leadership mentoring. Because it is driven by research, the results yield actionable tasks that can be tied to your bottom-line metrics.

Our introductory package, which includes a full employee survey with analysis and reporting, starts at just **\$15,500** for organizations with less than 150 employees. We are offering a **10% discount to all ASHRM members** through May 2019. The full package for company culture management is outlined below.

## DISCOVERY & COMMUNICATIONS

Together with your leadership team, we determine the business goals, where the culture is now, the desired culture, obstacles to getting there, and any specific concerns. Then, we define objectives to focus the research, develop a custom research tool, and determine the best way to communicate the study to employees.

## KEY-PLAYER INTERVIEWS

Before surveying all employees, we conduct interviews with key company managers to uncover issues that are explored further in the surveys and provide the baseline for subsequent gap analysis.

## CONFIDENTIAL EMPLOYEE SURVEY

Once the interviews are completed and analyzed, we develop and administer the all-employee survey. The purpose of the survey is to collect data on issues identified by the key-player interviews, the priorities of key stakeholders, and the primary research objectives.

## COMPREHENSIVE SYNTHESIS

After all data has been collected and analyzed, we look through all sources (e.g. key-player interviews, surveys, external datasets) to address the primary research objectives. This portion of the research is performed by multiple researchers who work to sort through the analyses, make connections, and state their conclusions. This puts all the pieces back together again.

## REPORTING

The research report includes conclusions, best practices, and prioritized recommendations. It is structured to indicate which opportunities will have the greatest positive impact on your company culture. Each conclusion references the supporting sources and assumptions. This enhanced approach to analysis and reporting means you get a more accurate, easy to understand presentation of what your data truly means.

## VISIONING

We work with a select group of your leadership to brainstorm tactics to improve company culture based on the research findings. Then, we develop a preliminary action plan, define key success metrics to be tracking going forward, communications strategy, and a framework for integrating internal brand/culture into your everyday and strategy planning processes. Finally, an executive summary is prepared to be shared with all employees.

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