

Culture Profiler

The Culture Profiler enables you to quickly establish three types of cultural profiles:

Desired

This profile of a team or organisation shows how the culture 'should be'.

Current

This profile of a team or organisation shows how the culture 'currently is'.

Individual

This profile for an individual shows how he/she currently 'prefers it to be'.

All profiles are based on the same cultural dimensions and comparing the profiles with each other will identify the gap that needs to be bridged between them:



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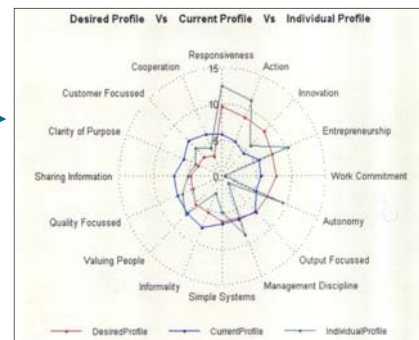
Individuals input into the tool on-line



The tool establishes Cultural profiles



Gaps are determined



Key Benefits

Robust Model

It is based upon 16 culture dimensions that commonly appear within organisations. Each dimension is supported by a definition and 5 statements of behaviour.

Web-enabled

Access to the tool is available via any web-browser.

Real-time Results

Culture comparisons are conducted online and results are available in real-time.

Involvement

Multiple individuals can contribute to establishing profiles (10 for the desired profile and 20 for the current profile).

Global Functionality

Cross-location availability means that globally dispersed teams and candidates can benefit from its functionality.

Easy to Use

Simple functionality means that establishing each profile should take only 30 minutes per person.

Culture Profiler in Action

A Team Manager wishes to change the operating culture of a team in order to pursue a new vision or business direction.

1 Selected judges use the tool to establish the desired cultural profile for the team.



Desired Culture



3 The tool automatically compares the two profiles and highlights the gap on each dimension.



4 This enables an action plan to be formulated to bridge each gap and achieve the desired profile.

2 Selected members of the team use the tool to establish its current cultural profile.



Current Culture



External Candidates are being considered for a vacancy within a team.

1 Selected members of the team use the tool to establish its current cultural profile.



Current Culture



3 The tool automatically compares the profiles and highlights the gap on each dimension.



4 The gaps can then be analysed and a decision taken as to whether the candidate should be hired into the team.

2 Each candidate uses the tool to establish his/her preferred operational style.



Individual Culture



Individual Culture

