



Diagnostics for Consultants

Powerful new diagnostic tools

Our suite of diagnostic tools offers **leading-edge, robust assessments** of organizational alignment to strategy. These move beyond a general assessment of culture attributes and strategic alignment gaps to define priority areas which support or impede strategy.

- ✓ Provide diagnostics to your clients that enable them to target causal factors and levers for culture change
- ✓ Use the findings to help your clients identify specific, powerful plans of action

Our diagnostic tool can be used by senior level **strategy, organizational development** and **human resources** consultants. The service you will receive includes...

- ✓ Confidential **web-enabled** surveys with your client's logo
- ✓ A respectful relationship which honors your **'ownership'** of the client relationship
- ✓ A set of **diagnostics** that can seamlessly move from a deep dive into culture patterns to a snapshot for monitoring change over time to customized tools for use in team and leadership development initiatives
- ✓ A **competitive fee structure** which allows you to mark-up fees and 'wrap' consulting time around the diagnostic service
- ✓ **Few administrative** requirements and **rapid turnaround** of results



Grow your business

We are a resource to you, working behind the scenes to **complement your practice** with a **unique, leading-edge diagnostic** when you need it. Our powerful diagnostic tools will...

- ✓ **Build your business** by expanding the consulting services you provide
- ✓ Keep your practice **competitive** by substituting costly interviews and focus groups with an efficient web-enabled survey
- ✓ Gain access to **new clients** by linking to a key concern for executives: strategy implementation and the impact of organizational culture
- ✓ Provide you with a **robust, leading-edge process** for scoping work and positioning yourself for **long-term** assignments
- ✓ **Win assignments** by replacing general diagnostic tools with ones that uniquely link to the client's own strategy
- ✓ Build **credibility** by providing an unbiased report prepared by specialists in strategic alignment and organizational culture

The Culture-Strategy Fit Profile allowed us to develop a basic plan of a preferred state for the company that will be nurtured over the next few years...The results were well beyond my expectations. Thank you for helping this become a reality as many lives will be developed as a result.

Mark Dowds
President, CreationStep Inc.
Toronto, Canada

Strengthen your consulting services

Use our research-based, data-grounded Culture-Strategy Fit diagnostic tools within assignments such as:

Strategy Implementation Planning/Performance Gains

Use the Culture-Strategy Fit Profile™ to identify the culture patterns that support or get in the way of strategy, causal factors and levers for change. Help clients target the critical few areas for attention.



Culture Change

Facilitate the development of a powerful plan of action to reduce the time for culture change. Identify the critical few leader and organizational practices that can act as levers for change.

Organizational Health

Help clients improve organizational health strategically. Our culture diagnostics go beyond assessing general human resource management practices to get at specific organizational and leader behaviors that reflect the political landscape and feelings of engagement and affiliation. Get to the root cause of turnover and morale issues.

It is much too rare to find a company that delivers what it promises today, but CSF is a pleasant exception. Their cultural assessment tools have allowed me to provide my clients with a rich and relevant dive into their traditions, habits and values. As a consultant, I am relied upon for not only my skills, but the ability to match the right resources for my clients. Working with CSF gives me the confidence to do both. Although separated by time and distance they are responsive; they are flexible; they are a true pleasure to work with.

Craig Trames
The Corragio Group
Portland, Oregon

Mergers and Acquisitions

70% of combining organizations (mergers, acquisitions, joint ventures and alliances) fail to achieve projected results. Help your clients compare cultures early in the process to pinpoint cultural strengths as well as tensions that drain organizational energy and value. Help them improve the quality of their transition plans.

Needs Assessments

Identify emerging leadership competency gaps and specific leader and organizational behavior misalignments. For example, provide a new CEO with a 'check-up' on 'the way things work around here' or a fast-growth business with needed information on most critical development areas.

Impact Assessment

Measure the impact of interventions by establishing a baseline where the organization currently is and track whether progress is being made.

Input to Strategy Formulation

Help the organization test culture alignment to new strategies. If aligned, management can more confidently proceed to implementation planning. If culture is not aligned, strategic choices may require refinement or plans may need to be put in place to improve culture alignment.

Provide your clients with unique and powerful tools

- ✓ **Culture-Strategy Fit Profile**— ‘deep dive’ capability to build the platform for performance break through and the foundation for organizational health; build understanding of culture pattern strengths and areas for development
- ✓ **Culture Snapshot**—quick to set-up and fast turnaround tools that engage people in conversations about ‘the way things get done around here’
- ✓ **Strategic Alignment Snapshot**—test stakeholder alignment to new strategies and plans
- ✓ **Culture Due Diligence**— a myriad of tools and techniques to identify where culture tensions may lie

Culture eats strategy for lunch every time

Connie Curran,
Healthcare Researcher
and Practitioner

Sample process for our diagnostics with a client

1. Embed one of our diagnostic services into your proposal

- ◇ Define your client’s needs.
- ◇ Identify the type of diagnostic service required and schedule of events.
- ◇ Agree to our financial relationship.
- ◇ Mark-up our fee and/or wrap your consulting days around the diagnostic as meets your needs.
- ◇ Agree to a date for report debrief.

2. Prepare Your Client

- ◇ Finalize schedule (i.e. survey input dates, report date, debrief date). We will provide a sample employee communications letter.
- ◇ Complete the background information worksheet and interviews and send to us (as required).
- ◇ Receive an access code for your client organization’s survey.

4. Debrief the report

- ◇ We will complete the required analysis and send you the report via email.
- ◇ Where desired, we debrief you on the report.
- ◇ We can debrief clients using web conferencing (for example for a Profile) or attend the debrief with you.

3. Analyze the data

- ◇ We aim for rapid turnaround once client responses are in. Timeline depends on the type of analysis required (i.e. causal factors, ‘snapshot’, multi-location)

5. Action Planning

- ◇ You facilitate the action planning sessions.
- ◇ We can provide referrals to qualified strategy, OD, leadership development, brand delivery consultants (and those from other fields) from our Qualified Associate network and alliance partners.



CSF Business Relationship Principles

Our intent is to build an ethical, leading-edge, research-based **diagnostic service** that makes organizations, and the **internal or external consultants** they are working with, successful.

We want to build a vibrant network of capable senior consultants who can effectively use the Culture-Strategy Fit Profile™ and the Culture Snapshot™ as well as our other diagnostic tools with their clients. We believe that consultants who are already working on **strategy, human resource development and organization development** issues with client organizations can best facilitate the development of high-impact, targeted plans of action in follow-up to the Profile.

One of our key principles is that consultants **'own'** the client relationship. Another principle is shared business opportunity: that is we will provide a high-caliber service to help you build your business and in return you bring client work to us. As such, there are **three** types of relationships and related **business opportunities**:

1. **Clients:** Consultants who contract with us for diagnostic services.
2. **Qualified Associates:** Senior consultants who have the experience and expertise to work with the report/s with clients, including ability to build client understanding of the findings, facilitate action planning and/or identify culture change interventions to address the findings. The relationship includes (but is not limited to) adding the SBA Culture-Strategy Fit Profile™ to their offer, taking our in-service training, and signing a Relationship Agreement with us.
3. **Alliances:** Acclaimed firms for whom culture fit to strategy is important and are interested in working with SBA diagnostics and associates. This includes firms engaged in innovation, strategic marketing, strategy formulation, health care consulting, M & A, family-operated business consulting and so on.



We welcome inquiries about a business relationship with us.

Contact Sherrill Burns, Partner
ask@culturestrategyfit.com
Phone: 905-887-8781 (Toronto)
1-866-550-8781 (North America)
www.culturestrategyfit.com