



Cultural Assessment & Alignment Workshop

Enrichment

Development of a microview of the organization, initiation of cultural change, and stronger emotional connection between leadership and employees

Program Overview

Does your company need to change its culture and vision? Through an extensive survey of employees from top executives to mid-managers and below, Allegiance investigates cultural issues within your organization. Allegiance identifies factors of passion and stress as well as high/low productivity and high/low quality employees. Our systematic analysis allows you to discover what motivates the love group, influences the swing group, and upsets the hate groups of your employees. The culmination of the leadership workshop is a path forward of two or three substantive actions that you can execute on right away.

Program Step-by-Step

Thirty days before your cultural assessment and alignment workshop, Allegiance experts start gathering data. Through structured interviews with key personnel from executive-level leadership, mid-level managers, to front-line team leads, our analysts gather cultural information from an objective, 3rd party perspective. Soon into the process, we survey an even more broad segment of employees to supplement the qualitative data with hard quantitative numbers.

The result of our meticulous data gathering comes in the form of an explanation of what drives your internal culture. Meaning, we can explain what motivates the employees who 'love' you, what makes the unhappy employees mad (your 'hate' group), and what can 'swing' the rest to get excited about working at your company. A common phrase is, "all stress is bad." However, we know that some stress is actually good for a corporate culture, provided that stress factors are coupled with passion factors. Passionate employees are engaged employees; engaged

employees get customers excited about your company; excited customers lead to higher profitability.

On the final day of this program, our experts lead your team through an interactive workshop. Using your data, we work through issues of the love, swing, and hate groups of employees. We work together to identify your company's stress/passion balance and other cultural elements. We conclude the workshop with some next steps; things you can start changing immediately to improve your culture and lead your company to higher profitability.

Program Elements

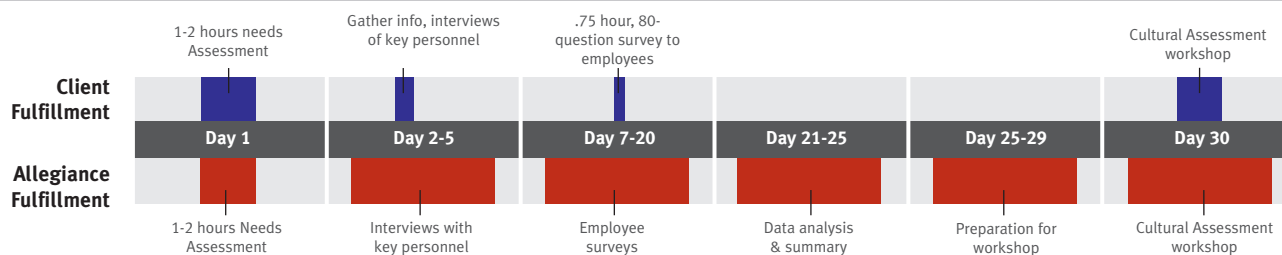
- Analysis of 'love group', 'swing group', and 'hate group' among customers and employees
- Explanation of what drives 'love group', what influences 'swing group', what effects the 'hate group'
- Identification of stress vs. passion balance and other cultural elements
- Analysis of employee classifications: Fox, Tiger, Kitten, Puppy
- Interactive games and workshops

Who Should Use This?

HR Leadership, Sr. Management

Typical Fulfillment Time

30 days



"It is very common for those who are untrained in reading data to assume it points in one direction, when in reality it points in another direction. We work with you to read and interpret your data, draw the right conclusions and create the right action items, and execute a plan that will move the needle for your business."

– Kyle LaMalfa, Allegiance Best Practices Manager & Loyalty Expert

For more information visit www.allegiance.com, or contact Allegiance Sales at 801.617.8000.