

# Introducing the Denison Culture Assessment

## A comprehensive analysis of an organization's culture

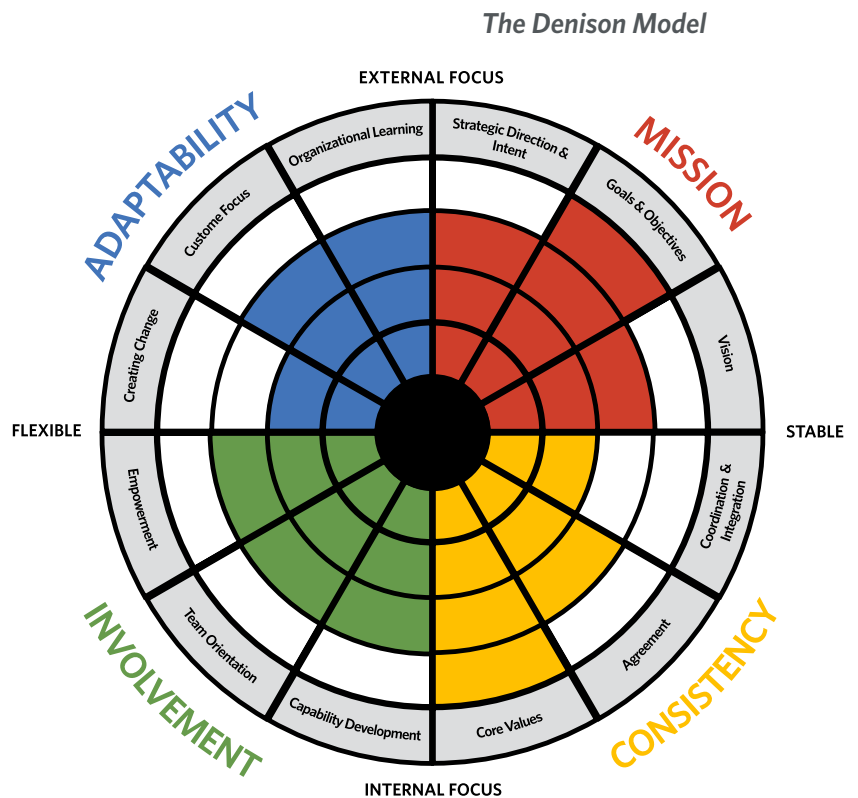
Are many of your employees expressing frustration and a sense of powerlessness at work? Have you recently lost talented new hires to your competition? Are teams confused about where the company is headed? If so, your culture may be in trouble.

### Culture affects business performance.

Without a clear understanding of your culture's current state, you risk intensifying the problem by directing resources in the wrong direction.

To help members rescue a struggling culture, Archbright utilizes the *Denison's Organizational Culture Survey* (DOCS). This unique survey evaluates the underlying cultural traits and management practices that influence business performance, including:

- ADAPTABILITY:**  
 Patterns, Trends, and Market  
*"Are we listening to the marketplace?"*
- MISSION:**  
 Direction, Purpose, and Blueprint  
*"Do we know where we are going?"*
- INVOLVEMENT:**  
 Commitment, Ownership, and Responsibility  
*"Are our people aligned and engaged?"*
- CONSISTENCY:**  
 Systems, Structures, and Processes  
*"Does our system create leverage?"*



Denison's research shows that healthier culture scores translate to higher employee engagement, enhanced customer service, increased workplace safety, and better financial performance.



# Diagnosing and Building Cultural Alignment

## Starts with Solid Data

### With the Denison Culture Assessment, Archbright will help you:

- Identify areas of cultural strength and weakness
- Troubleshoot points of internal friction
- Back up your culture initiative with hard data
- Measure your culture improvement over time
- Strengthen your business performance
- Create a culture that will attract and retain quality talent
- Utilize additional valid and benchmarked *Content Modules* to explore:
  - Employee Engagement
  - Employee Commitment
  - Innovation
  - Trust
  - Safety and Risk Management
- Consult with Archbright's Organizational Development professionals who can facilitate a Culture Change initiative

### How it works:

As your employees take the culture survey, we map their responses against the Denison Model. The cumulative data will show you areas of alignment and discord in the four key drivers of high performance—mission, adaptability, involvement, and consistency. We will provide you with a baseline against which to measure future improvement. We then consult with you and provide a facilitated process for bringing about Culture Change.

### Did you know?

- Only **13%** of U.S. employees strongly agree that their leadership communicates effectively with the rest of the organization.
- Only **22%** of U.S. employees strongly agree that their company's leadership has a clear direction for the organization.
- **33%** of U.S. employees are actively engaged.
- **16%** of U.S. employees are actively disengaged.

Source: Gallup, State of the American Workplace Report, 2017

### To Get Started:

To find out more, call us (206.329.1120 or 509.381.1635) or email [info@archbright.com](mailto:info@archbright.com).

