



We believe in
REALISING HUMAN POTENTIAL




Powerful metrics that enable leaders to measure and manage cultures.

A group of people are smiling, with a man in a blue striped shirt in the foreground. The background is slightly blurred, showing other people. The text "WE believe" is overlaid on the image.

WE *believe*

that people perform better
when they can bring their
whole selves to work.



WE BELIEVE THAT ORGANISATIONS WORK BETTER WHEN THEIR LEADERS ARE FOCUSED ON BUILDING VALUES-DRIVEN CULTURES THAT BENEFIT THEIR PEOPLE, THEIR CUSTOMERS AND ALL SECTORS OF SOCIETY. WE BELIEVE THAT WHEN YOU MEASURE YOUR CULTURE YOU CAN MANAGE IT.

We believe that shared values connect human beings beyond race, religion, politics, and gender. We believe that human societies grow and evolve when you reduce fear, build trust and increase love. We believe that values are powerful tools for creating a better life for ourselves and future generations. We bring passion and commitment to furthering and deepening the collective understanding of the evolution of human consciousness.

WHY *values?*



People typically
measure and
manage goals,
strategies, outputs,
and outcomes.

We help you measure and
manage your values.

**VALUES ARE THE PRINCIPLES WE USE FOR MAKING DECISIONS.
OUR VALUES MOTIVATE OUR ACTIONS AND BEHAVIOURS.
VALUES CAN BE POSITIVE (RESPECT, TRUST, OPENNESS) OR LIMITING
(BLAME, BUREAUCRACY, CONTROL). LIMITING VALUES NOT ONLY
CREATE DYSFUNCTION IN OUR LIVES, THEY ALSO CREATE ENROPY.**

Outputs and outcomes are tangible and easy to measure and manage. Beneath the surface lie our values, beliefs, attitudes and prejudices. These are the factors that make the difference between success and failure. These are things that we enable you to measure.





GET *connected*

For more information
please visit our website
www.culturalalignmentsolutions.com

VALUES AND AWARENESS LEADERSHIP

If you do not know WHO you are and WHAT you value then someone or something else will determine it for you. Our values. Being self-aware of your values opens the door to passion, productivity and success.

WHAT ARE VALUES AND WHY ARE THEY IMPORTANT?

Values are deeply held principles that people hold or adhere to when making decisions. Individuals express their values through their behaviors. Organizations express their values through their culture. Research shows that there is a strong link between financial performance and the alignment of an organization's operating values to the employees' personal values. Who you are and what you stand for is becoming just as important as the quality of products and services you provide.

ORGANIZATIONAL TRANSFORMATION BEGINS WITH THE PERSONAL TRANS- FORMATION OF THE LEADERS. OR- GANIZATIONS DO NOT TRANSFORM; PEOPLE DO!

The culture of an organization is a direct reflection of the personal consciousness of its leaders. Therefore, cultural transformation cannot occur without a change in the beliefs and behaviors of the top team. This is why it is recommended that organizations begin cultural transformation by mapping the values of the senior executives.



WHAT TO LOOK FOR WHEN SELECTING A LEADERSHIP AND VALUES DEVELOPMENT ASSESSMENT

When looking for an assessment for yourself or for your organization, the most powerful tools come in conjunction with a process and coaching development plan. This is important for two reasons: the senior group **MUST**:

1. Be aware of the scope and depth of the cultural issues, and
2. Be willing to take action, including the commitment and courage to personal change, before the rest of the company is involved in the process of cultural transformation.

Cultural Alignment can occur at any level of awareness, but only full-spectrum awareness creates sustainable high performance and long-term resilience.

KEY FACTS ABOUT LEADERSHIP AND SHAREHOLDER VALUE:

- Leadership development drives cultural capital
- Cultural capital drives employee fulfillment
- Employee fulfillment drives customer satisfaction
- Customer satisfaction drives shareholder value

**Achieving full-spectrum organizational awareness
requires full-spectrum leaders.**



"**Cultural Alignment Solutions**" is CTT Certified and an affiliate of the Barrett Values Centre network consisting of 3500 trained users in over 70 countries. Here are a few examples of values assessments conducted by the network.

Iceland

National Values Assessment indicated critical issues one month prior to 2008 crash



Canada

Royal Roads University offers a graduate certificate in values-based leadership.



United States

TMSi integrates values from the boardroom to the factory floor.



United Kingdom

Richard Barrett presents at Oxford Business School.



Brazil

Unilever Brazil revenues rise with culture management.



A Selection of Client Engagements around the globe



Barrett Values Centre



South Africa

Nedbank has measured and managed organizational culture annually since 2005.



Sweden

Volvo IT trained 500 Cultural Ambassadors as part of their global culture plan.



China

China Mobile: our largest Values Assessment to-date with 86,000 participants



Bhutan

Bhutan has the least amount of entropy (perceived dysfunction) in a National Values Assessment



Australia/ New Zealand

Joint study with Hewitt links culture to financial performance.



United Arab Emirates

Emirates Institute for Advanced Science & Technology measures their organizational values.

OUR *assessments*

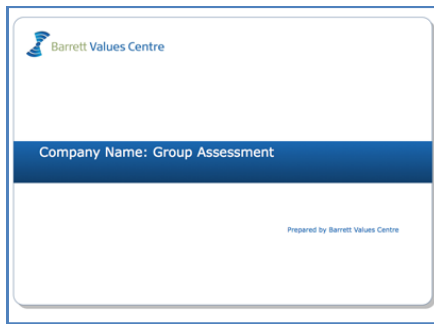


Potential Benefits

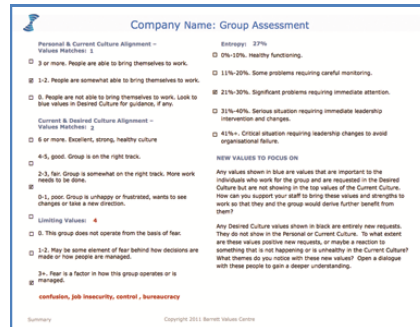
- Leadership/individual coaching and mentoring
- Team and organizational development
- Values alignment for Mergers/Acquisitions
- Increased employee energy, empowerment and engagement
- Values driven management
- Ethics, compliance and risk management

Organizational Values Assessment

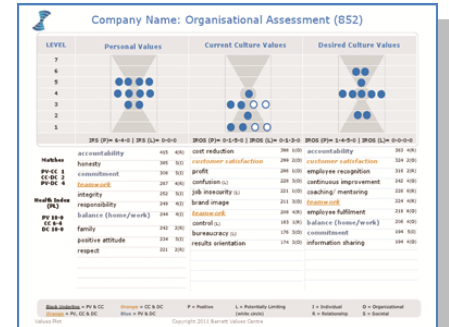
The Organizational Values Assessment provides detailed cultural diagnostics to plan and manage your change initiatives, cultural transformation programs, merger compatibility, diversity interventions, talent management and leadership development initiatives, and customer feedback.



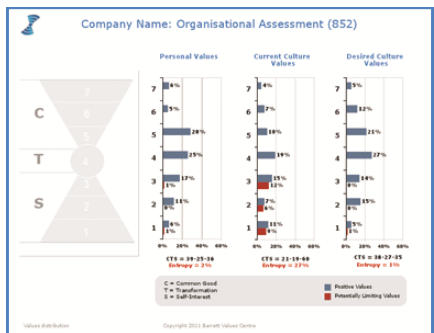
Cultural Values Assessment



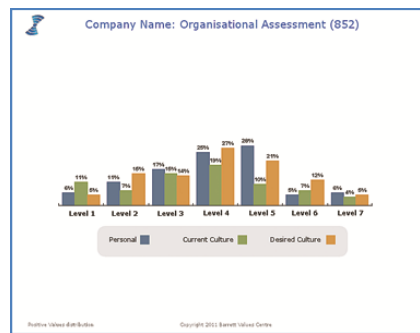
Written Analysis



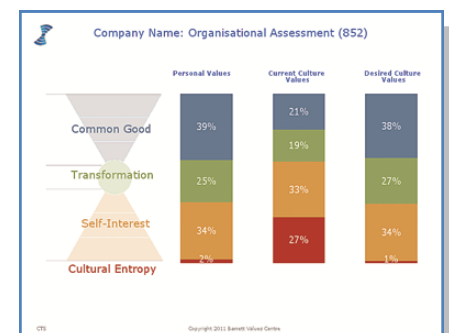
Values Plot



Values Distribution



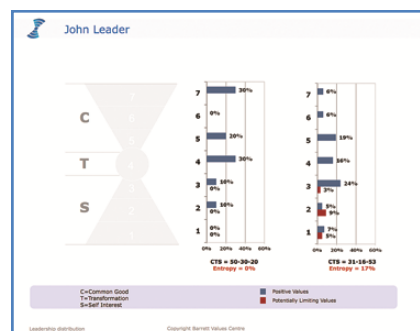
Positive Values Assessment



Common Good - Transformation Self Interest

Leadership Values Assessment

The Leadership Values Assessment is used to increase leadership effectiveness through 360 awareness and to improve hiring and evaluation.



THE research

“WE’RE ENTERING AN AGE OF TRANSCENDENCE,
AS PEOPLE INCREASINGLY SEARCH FOR HIGHER MEANING IN
THEIR LIVES, NOT JUST POSSESSIONS. THIS IS TRANSFORMING THE
MARKETPLACE, THE WORKPLACE, THE VERY SOUL OF CAPITALISM.
INCREASINGLY, TODAY’S MOST SUCCESSFUL COMPANIES
ARE BRINGING LOVE, JOY, AUTHENTICITY, EMPATHY
AND SOULFULNESS INTO THEIR BUSINESSES;
THEY ARE DELIVERING EMOTIONAL, EXPERIENTIAL,
AND SOCIAL VALUE – NOT JUST PROFITS.”

~ FIRMS OF ENDEARMENT, WHARTON PRESS

**Firms of Endearment
outperform the S&P
by over 1400%.**

15 year returns:

15 Year		
	Cumulative	Annualized
FOE Return	1646.1%	21.0%
S&P 500 Return	157.0%	6.5%



In partnership with



Powerful metrics that enable leaders to measure and manage cultures.

WHO ARE YOU?

WHY ARE YOU HERE?

WHAT IS YOUR PURPOSE?

“...in our research, we found the visionary company was guided more by a core ideology ~ core values and a sense of purpose in building their company ~ beyond just making products and money”

- Jim Collins, author of “Good to Great”

“The real role of the leader is to manage the values of the corporation.”

- Tom Peters author of “In Search of Excellence”