

# Unlock The Culture Code

*Organizational culture is complex. It is influenced on all sides — by individual employees, leadership styles, team dynamics and the authenticity and effectiveness of your employment brand. To build a culture that thrives, you need an integrated approach.*

*Looking to engage and develop staff?*

*Need to grow leaders who can inspire action?*

*Want to resolve conflict and strengthen team connections?*

*Trying to attract employees who are a cultural fit?*



## Two Surveys. One System.

CultureTalk™ offers two online assessments which can be run independently or together – one for organisations and one for individuals that use the same, simple, story-based framework to identify strengths and shadows through 12 Archetypal storylines.



### The Organizational Survey

Measure underlying beliefs and behaviors. Survey your entire team or a representative sample. Use demographic questions to customize your report, comparing groups of employees across locations, departments, tenure and more.

The online assessment measures alignment with 12 storylines based on employee agreement with culture behaviour statements. It takes 20 minutes to complete and can include demographic questions to compare across groups.

### The Individual Survey

Measure personal values and perceptions. Everyone gets their own personal report; results are compiled for managers. Build awareness and enhance communication, collaboration, conflict resolution and growth.

Each participant completes a 72 question assessment that measures alignment with 12 Archetypal patterns

and provides a complete profile of primary, supporting and latent Archetypes.

### What can be measured, can be moulded

Integrate CultureTalk insights into strategic action plans that move individuals and organisations forward;

- Leadership development and professional growth
- Growth, change and culture shift initiatives
- Team collaboration and success
- Organisational and employment brand positioning
- Recruiting, on-boarding and retention programs
- Overcome behaviour patterns that are blocking success
- Live and work in alignment with your values

### Begin the Conversation

Contact me to talk about how to unlock your Culture Code.

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