

MRC proudly introduces – *the Culture Compass™*
with developer, Walton Consulting.



The Culture Compass™

To manage your culture... you need to know your culture

In this ever-increasing, competitive environment, one thing is clear; it takes a winning team to stay ahead of the pack and establish a sustaining competitive advantage.

A winning team requires that you have the right players on the bus, and in the right seats – thanks to Jim Collins beautifully simplistic analogy.

Question: Why do so many companies that seem to have strong teams fail, or lag behind, or lose significant competitive advantage, or even worse – implode?

Answer: The answer is an infiltration of bad attitudes, an unhealthy culture, mismanagement of people, and a failure to capture the hearts of the key players.

Culture is a golden key to success. In order to manage your company's culture, you need to know your company's culture. **The Culture Compass™** is an assessment designed to measure the beliefs of your employees. It is important to both note and recognize that beliefs affect attitudes, and attitudes affect behaviors. A company's culture is ultimately defined by the behaviors of the employees; however, the leadership of a company has the ability to help shape those beliefs.

The Culture Compass™ is an employee assessment with customized options for all types of organizations. The participant's answers are anonymous and the results are kept confidential through Walton Consulting. After the assessments are completed, the answers are analyzed. A comprehensive quantitative and qualitative report is provided to the assessed company, as well as an executive summary and recommendations for immediate and long-term implementation. **The Culture Compass™** does more than assess employees. It is intended to be a tool to help build a healthy environment for your company.

“Building a highly participatory, people-oriented environment that reflects and reinforces the company's core values will stimulate creative ideas, high standards of performance, fun, and excitement. This, in turn, will enable you to attract and retain the awesome people your company needs to grow and to innovate. Because companies with cultures that foster innovation are clear winners in the marketplace, culture is truly a bottom-line issue.”

Katherine Catlin, Founding Partner
Catlin & Cookman Group, consultants
for investor-backed, technology companies

Three Key Culture Areas

The *three key culture areas* this survey addresses are *Mission, Sustainability and Opportunity*.

1) Mission – are we on mission?

Leadership Integrity
Clarity of Vision
Performance Standards

2) Sustainability – are we building sustainability?

Communication Environment
Team Environment
Empowerment

3) Opportunity – are we creating opportunity?

Acknowledgement and Incentive
Growth and Advancement
Job Stability

The Process

- 1. Initial Evaluation and Planning** – learning about your perceived and desired culture, setting desired outcomes, and establishing objectives.
- 2. Survey Design** – designing the culture assessment in order to get the desired outcomes.
- 3. Survey Administration** – administering the communications and the launch of the web-based assessment tool for the employees.
- 4. Data Analysis** – analyzing and interpreting the results and preparing the final report of the findings and suggested short and long term implementations.
- 5. Report Review** – reviewing the results in order to capture the key learning's patterns, trends, and culture indicators.
- 6. Culture Team** – develop a Culture Team to identify culture change solutions and prepare action plans.
- 7. Implement Plans** – acquire leadership buy-in, communicate culture change plans, implement action plans, and measure results.

“An empowering, supportive culture is the bedrock of every great company.”

