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Transforming Business Through Culture

### In This Issue:

- [Why culture matters](#)
- [Business benefits](#)
- **Free** [½ day Leading for Excellence Appetizer](#)
- **Free** [Personal Values Assessment](#)
- [Measuring culture](#)
- [How to transform a culture](#)

### Our Courses:

#### Leadership Development:

- [Leader as Coach](#)
- [Leading for Excellence](#)

Dear «First\_Name»,

For many decades businesses have sought for the means to gain competitive advantage as they strive to improve their financial success and standing. Traditionally this has meant focusing on such things as product quality, service levels and cost leadership. [Read on](#)

## Why Culture Matters

In recent years a significant amount of research has indicated that **building a successful culture** has now become **the most important source of competitive advantage** and brand differentiation.

In "Corporate Culture and Performance" John P Kotter and James L Heskett show that **companies with strong adaptive cultures based on shared values outperformed other companies by a significant margin.** Over an eleven year period such companies had a **profit performance** that was **750 times greater** than those lacking shared values and adaptive cultures.

## Business Benefits of a Culture Based on Shared Values

In the survey which generated the "100 Best companies to work for ", list, having a culture based on shared values was shown to confer the following benefits:

- Reduced costs of hiring, training and development
- Retention of talented workers
- Increased productivity through reduced absenteeism, stress and distractions
- Increased employee loyalty to the organisation
- Creation of a positive image in the market place

## Measuring Organisational Culture Using CTT

In 1997 Richard Barrett developed a model and [The Cultural Transformation Tools \(CTT\)](#), which enables the measurement of organisational culture through mapping of personal and organisational values. This model is known as the "Seven Levels of Consciousness Model " and is illustrated below:

- [Performance Appraisal](#)
  - [Enabling Excellence](#)
- Personal Effectiveness:**
- [NLP Practitioner](#)
  - [Presentation Skills](#)
  - [Effective Communication](#)
  - [Asserting Yourself](#)
  - [Confidence & Self Esteem](#)
  - [Time Management](#)
  - [Stress Management](#)
  - [Successful Client Relations](#)



In this model Levels 1- 3 focus on values relating to 'self interest', Level 4 relates to values that begin to transform an organisation and levels 5 - 7 focus on values associated with 'common good'.

Each level on the model corresponds to a number of values for example; Efficiency and Quality would map to Level 3 and similarly Employee Fulfilment and Strategic Alliances would map to Level 6.

Most organisations will tend to have values that cluster around the lower levels, for example:

- Level 1 – Profit
- Level 2 – Customer satisfaction
- Level 3 – Productivity

The most successful companies:

- Have cultures based on shared values
- Exhibit values through Levels 1 – 7

So developing a culture based on shared values will generally require a shift in organisational consciousness from 'self interest' (Levels 1 – 3) to 'common good' (Levels 5 – 7).

- [Networking](#)

### Coaching

- [Executive Coaching](#)
- [Free trial](#)

### Organisational Development:

- [Cultural Transformation Diagnostic](#)
- [Vision, Values & Strategy Formulation](#)
- [Meeting Facilitation](#)
- [Human Resource Projects](#)

### [Psychometric](#)

**Free: To book a Personal Values Assessment and /or a free discovery session on CTT (worth £330 +VAT) contact Mike Read on Tel: 07710 165 058 or [click here](#). Offer limited to the first 5 respondents.**

## How To Transform A Culture

The culture of an organisation is a direct reflection of the values of its leaders and values drive behaviour. Think for a moment the impact a change of leadership has on the culture of an organisation. Tony Blair versus Gordon Brown?

Here's the process we use to transform cultures:

1. Define the Vision: what does the organisation want to become / transformed to?
2. Assess the existing organisational values, (we use [CIT above](#))
3. Identify the behaviours (and therefore values) required to deliver the Vision
4. Suppress any limiting values, i.e. values that generate unwanted behaviours / results
5. [Coach](#) leaders to modify behaviour in line with Vision and Values

You can find out more about values, transforming cultures and leadership at our **free ½ day Appetizer** on 8<sup>th</sup> October 2009, (places are limited). [Book Now](#)

## Free ½ Day Leading for Excellence Appetizer

We are going to be launching our [Leading for Excellence Programme](#) in November and to whet your appetite we are running a **free ½ Day Appetizer**. During this workshop we will introduce:

- The components of successful leadership:
  - Knowing yourself
  - Authentic leadership
  - Engaging others through Values
  - Setting direction through Vision
  - The Adair Model: delivering objectives

**Testing:**

- [Personality Profiling](#)
- [Emotional Intelligence Assessment](#)
- [360 Degree Feedback Questionnaire](#)

**Date:** 8 October 2009

**Duration:** 09.00 - 13.00

**Investment:**

There is no charge for this workshop, which enables you to assess the benefits of the main programme ([The Leading for Excellence Programme](#)) for yourself. Places are limited and therefore, there is: (i) a no show charge, (if you don't turn up on the day), (ii) a cancellation charge (if cancelled within 14 days of the workshop date) of £100 + VAT per person. This charge is based on the cost to remarket your place on the course.

**Venue:** Dovecliff Hall Hotel, Staffordshire

[Book Now](#)

To speak to someone about either about the Appetizer or The Leading for Excellence Programme, call Mike Read on Tel: 07710 165 058.

Have a great month.

Estelle & Mike Read

**FREE**

1/2 day Leading for Excellence Appetizer on 10 October 2009. Places are limited.  
**Book Now.**

[Back to top](#)

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