

**it-connects**

*making great ideas happen*

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**cultural capital is the new frontier of competitive advantage**

# Cultural Transformation

Building a successful culture has become the most significant source of competitive advantage and brand differentiation in business today. Who you are and what you stand for is becoming as important as the quality of products and services you provide.



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Think about the last time you worked in an organisation where there was **excitement** in the air; where you felt the organisation **cared** about your growth and development; where everything possible was done to enhance the customer experience; and where everyone was pulling in the **same direction**. Almost certainly, that was a high performing organisation.

Cultural Transformation Tools (CTT)<sup>®</sup> supports leaders in building high-performance, values-driven cultures that attract and keep **talented** people and increase staff **engagement**.

The tools provides leaders with one of the most detailed and comprehensive cultural diagnostics and values assessment instruments commercially available.

CTT surveys provide the input you need to plan and manage your change initiatives, your cultural transformation programmes, your diversity interventions, your talent management and leadership development initiatives, and your customer feedback. They make the intangibles tangible and provide lead indicators for measuring individual and collective performance.

Imagine being able to get a comprehensive diagnostic of the culture of your organisation by asking just three simple questions that take around 15 minutes to complete. Furthermore, imagine getting the same detailed report for any demographic grouping you care to list. That is exactly what our flagship cultural values assessment, used by over 2,000 organisations, enables you to do.

it-connects have been using these tools in the UK for over three years and has worked with both large and small organisations to support them in their transformations.

For further information contact it-connects on:

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**Barrett Values Centre**

Powerful metrics that enable leaders to measure and manage cultures.

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