

Power Culture









Supporting Leaders to Build Values-Driven Organizations

In an age of increasing local and global competition, a corporate culture founded on solid core values is indispensable for long-term financial success. Not only will a values-based culture attract and retain talented, committed people but it will also inform and guide decisions throughout the enterprise during challenging times.

Power Culture Surveys

Power Culture provides a unique suite of surveys and reports that offer an ideal means of mapping and understanding the values of your organization. The aggregate scorecards present the current and desired cultural values within your organization.



Assessments are available for:

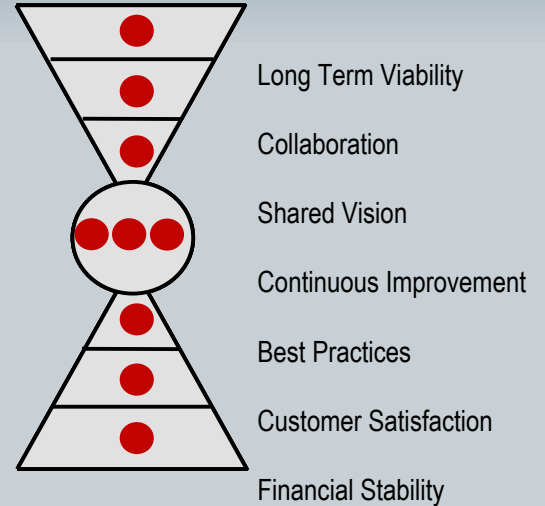
-  Leadership Values
-  Corporate Culture
-  Merger Compatibility
-  Customer Assessment of the Organization's Values
-  Executive Search and Employee Entry
-  Team Values
-  Coach's Values
-  Individual Values

Shaping the Character of the Firm...

Assessing your organization is not enough. Up to 70% of the variance in organization climate is caused by leadership style.

Power Culture works with your leadership team to develop the commitment and skills needed to build a values-driven organization. The **Power Culture** program then:

-  Measures and maps the existing culture and the degree of alignment between employees' personal values and their experience of organizational values.
-  Engages the enterprise in the selection of its core values

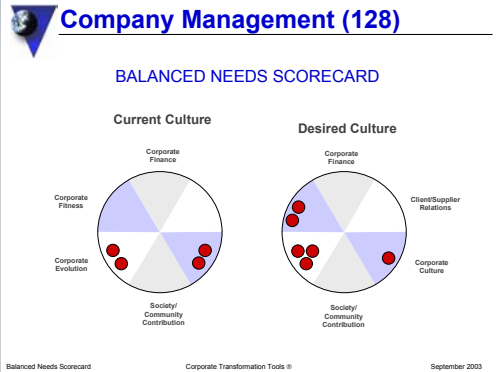


Company Management (128)

Personal Values Current Culture Values Desired Culture Values

Values Assessment Corporate Transformation Tools® September 2003

Value plots identify the top personal, current culture and desired culture values.



The Balanced Needs Scorecard identifies the business focus of your organization's current culture and desired culture.

Partial Client List

- McKinsey & Company
- PriceWaterhouseCoopers
- World Bank
- ING
- Microsoft
- Nortel Networks
- Corning
- Ford Motor
- CIBC
- IKEA
- Ericsson
- EXXON
- Western Mining Corporation

- Assists leaders to describe the core values in behavioral terms and integrates the values into the performance measurement system.
- Aligns the enterprise vision and mission with the enterprise's core values
- Develops a balanced scorecard with measurable objectives
- Assists enterprise leaders to develop a personal action plan
- Tracks and accelerates progress through regular reviews

The crucial element in the program is to have the leadership team engage in *new conversations with each other* that will drive the cultural changes.

Why Power Culture?

- Power Culture** provides one of the most comprehensive cultural diagnostic and values assessments commercially available
- Assessments are customized for every organization
- The survey requires only 15 minutes to complete
- The survey is available on the Internet, as well as on paper.
- Costs are the same for 100, 1,000 or 5,000 employees when completed on the Internet
- The survey is available in 17 languages

What Does Power Culture Cost?

| Power Culture Pricing | |
|--------------------------------------|----------|
| Leadership Values Assessment | \$17,000 |
| Corporate Culture Assessment | \$35,000 |
| Mergers & Acquisitions Compatibility | \$40,000 |

These prices are approximate and are in U.S. dollars. They include a series of workshops for the interpretation of survey results and integration of selected core values.

For further information on **Power Culture**, contact Darlene Varaleau varaleau@power-projects.com Tel. 416-538-6127