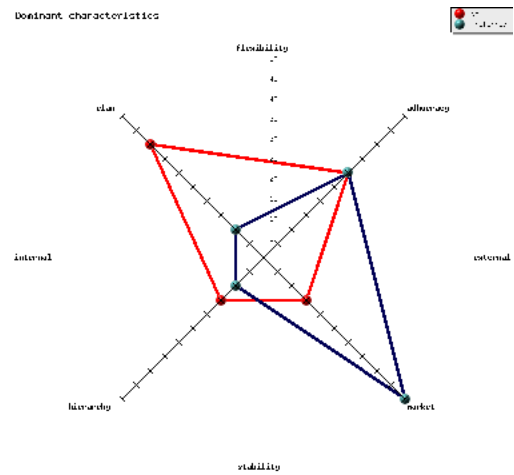


**Strategic View: OCAI – Measures 4 Drivers of Culture: Collaborate, Create, Compete, Control**

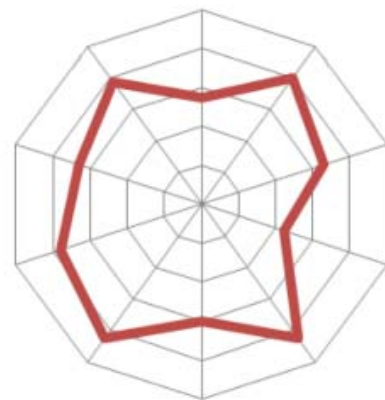
within Six Current and Desired Culture Dimensions:

1. Dominant Characteristics
2. Org. Leadership
3. Management of Employees
4. Organizational Glue
5. Strategic Emphasis
6. Criteria of Success



**Operational View: CultureMap – Measures 10 Attributes of Culture:**

1. Compelling Purpose
2. Authentic Leadership
3. Clear Goals & Expectations
4. Adequate Skills & Resources
5. Energizing Environment
6. Pervasive Productivity
7. Joyful Engagement
8. Cooperative Teamwork
9. Rewards & Recognition
10. Development Opportunities



**Individual and Team View: WorkTraits**

*Measures 4 performer behavioral traits:*

**Decision-Maker, Encourager, Facilitator & Tracker and**

**4 Core Values: Ambition, Belief, Compassion & Discipline**

