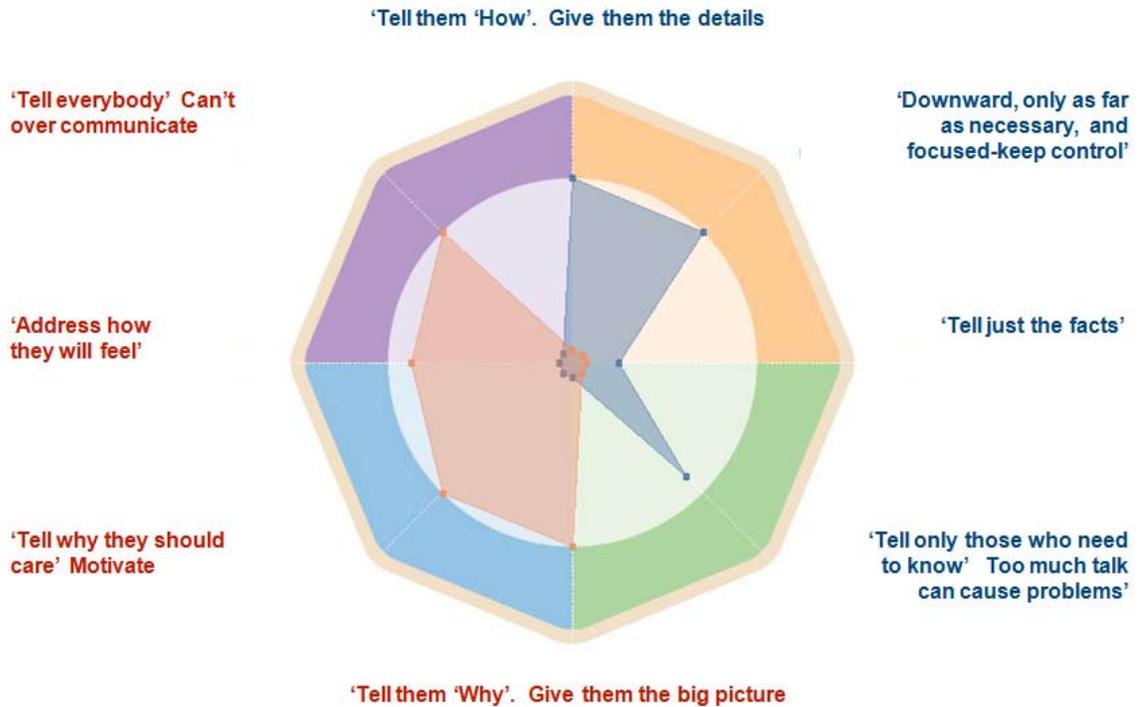




IDENTIFYING COMMUNICATION GAPS

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ABOVE: **Cultural Communication preferences—Blue Organization compared to Red Company**

In the example above, the Blue Organization, revealed by the blue profile, would have a very difficult time attracting or retaining Red Company, which has an opposite profile. Blue prefers to communicate in a way that would not address what Red Company needs to hear in order to be engaged or motivated.

THE CULTURE MODEL PROVIDES A COMMON UNDERSTANDING AND METHODOLOGICAL RIGOR for assessing the 'fit' between an organization's strategic intent, their relationship to their customers, their culturally driven preferences, and how they communicate.

- Cultural Preferences are the favored practices, thought patterns, or behaviors which embody and reflect a culture.
- The culture model assumes there are no 'right' or 'wrong' cultural preferences. Preferences are neither good nor bad. They are descended from the founder. They are what they are.
- An individual's cultural preferences reflect how they would run their own company if they had the acumen to do so. A person's cultural preferences are not their personality.
- An organization's customers share its cultural preferences. Customers know this organization 'fits' them. An organization's best customers are emotionally attached.



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IDENTIFYING COMMUNICATION GAPS

- Culture fit is critical for emotional attachment. Emotional attachment drives motivation. Motivation drives engagement. Engagement drives performance.
- Therefore, organizations employing individuals who do not reflect its culture, but instead operate in a fashion reflecting different preferences, run the risk of alienating customers.
- The culture model produces profiles that reveal similarities and differences between communication, decision making, measurement, and business practice preferences.
- Profile overlap, or lack thereof, is revealing. Culture fit, shown by profile overlap, enables emotional attachment, motivation, engagement and performance. Culture misfit drives detachment, which leads to performance decline.