

CULTURAL TRANSFORMATION



**Measure and Define Your Culture To
Create Value and
Sustainable Businesses**

ANZ Bank Australia

“When I reflect on what makes an outstanding organization, I keep coming back to the effectiveness of our people individually and collectively. Long-term success has to have a solid foundation built on **principles** and **values** that act as a centre of gravity.”

John McFarlane, Chief Executive Officer,
ANZ Bank, Melbourne, Australia.

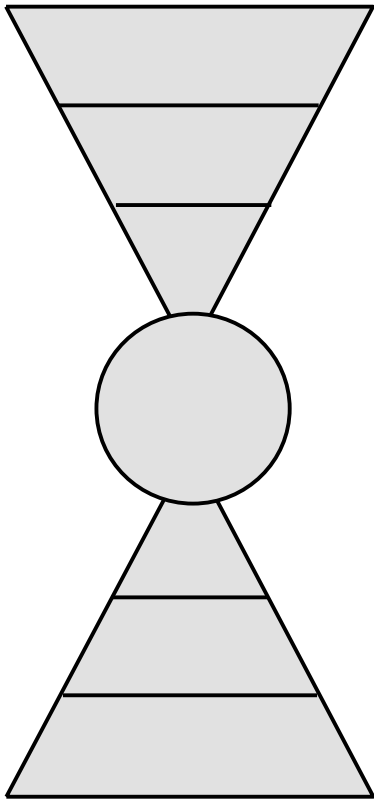


John McFarlane
CEO, ANZ Bank

Content

- **Key Attributes**
- **Unique Selling Points / benefits of CTT**
- **Who is using CTT**
- **Samples Of Clients using CTT**
- **CTT Assessment Types**
- **CTT Languages Available**
- **Countries where CTT has been used regularly**
- **Appendices:**
 - **ANZ Bank creating lasting value through cultural transformation**
 - **Working Together With Cegara Consulting Ltd for Success**

Cultural Transformation Tools



Key Attributes:

- **Makes it possible to translate qualitative data into quantitative data**
- **Provides a base-line measurement instrument for monitoring changes in the organisational culture**
- **Provides a method for measuring cultural capital**

Key Benefits

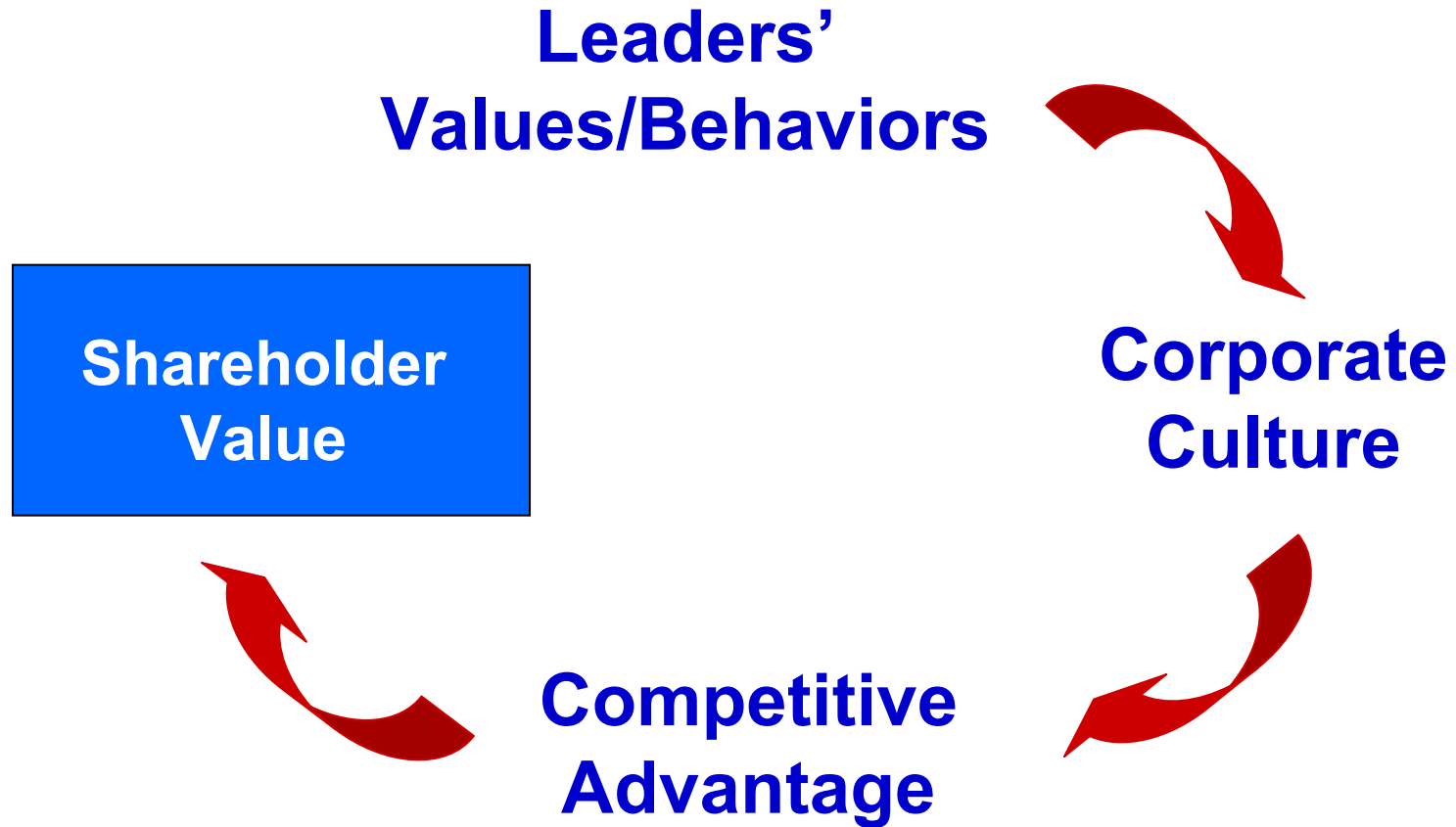
- In a pilot study carried out by McKinsey & Company, the Cultural Transformation Tools CTT were used in parallel with 30 structured consultant interviews. The Cultural Transformation Tools CTT were found to provide a more comprehensive analysis and more credible results at a fraction of the cost.
- They provide one of the most comprehensive cultural diagnostic and values assessments available.
- They are affordable for small and large organizations. Costs are the same for 100, 1000 or 5000 employees when completed on the Internet. Paper surveys are also available.
- The survey form is simple – it requires only 15 - 20 minutes to complete. Results are available in 2-4 weeks.
- The survey form is customized for every organization and can be WEB or paper based.
- The survey is available in sixteen languages.
- The survey can be used for multiple purposes.

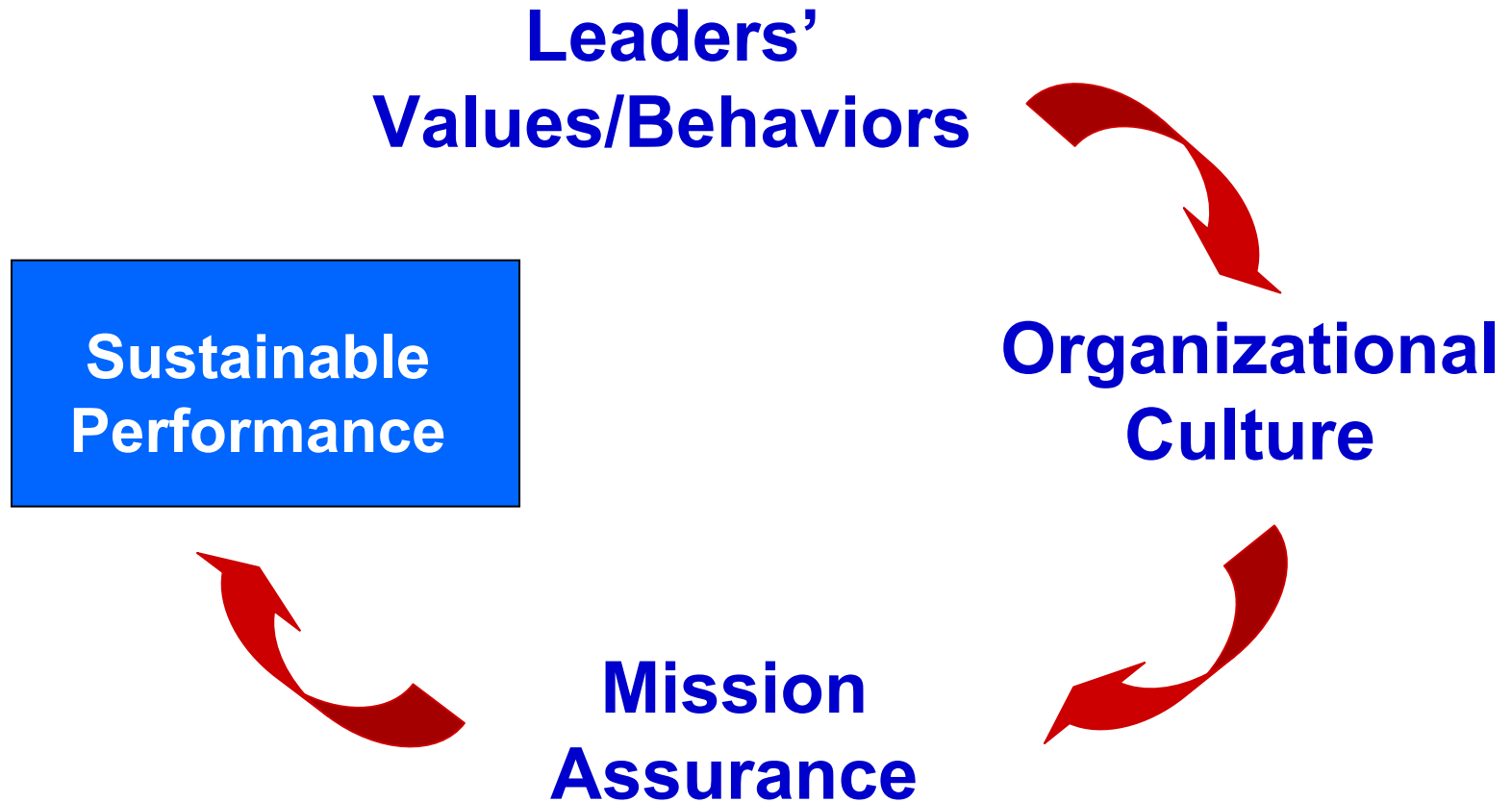
Who is Using the Cultural Transformation Tools?

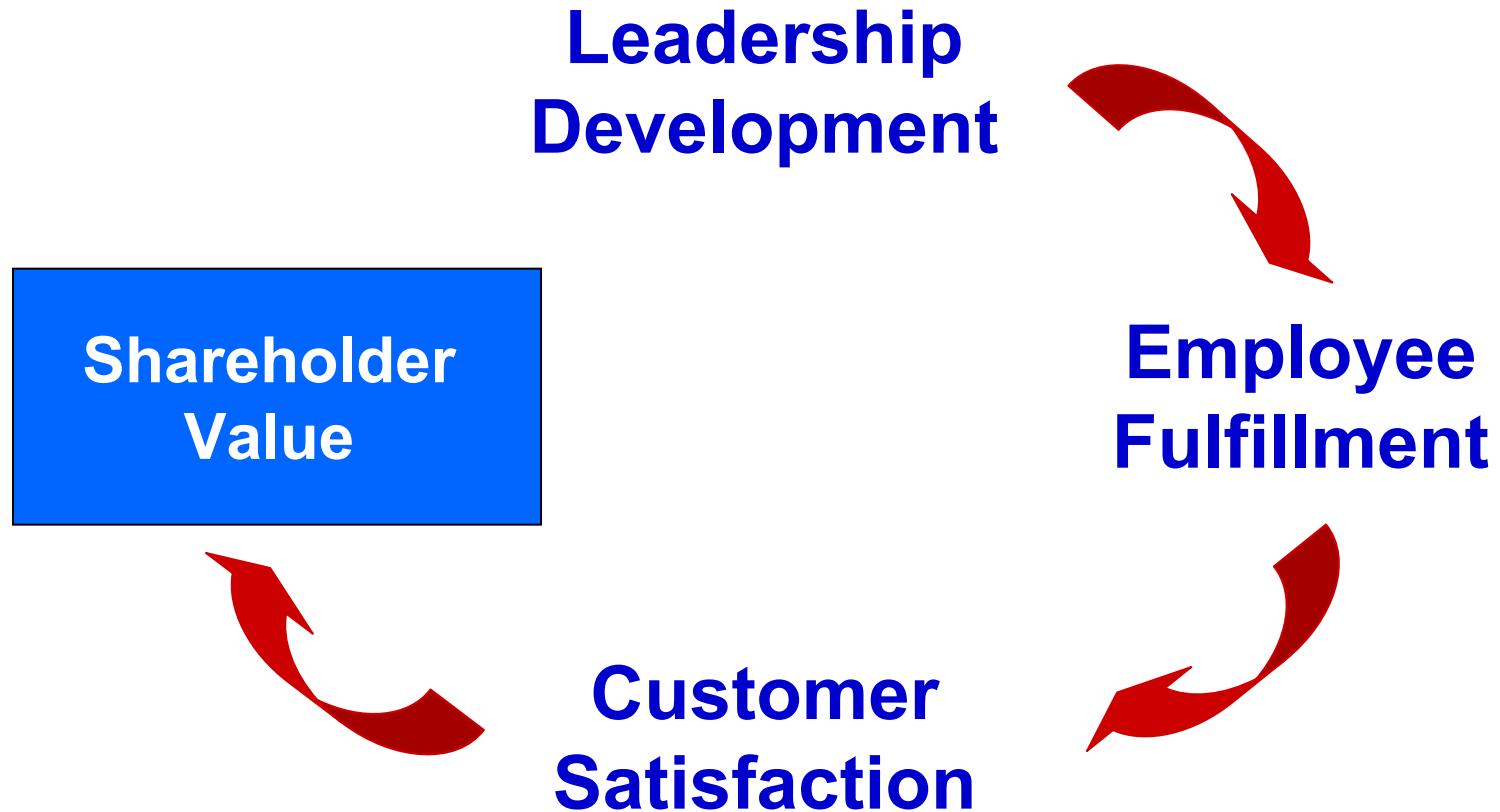
- **Leaders and Change Agents wanting to understand their Cultural Capital and the Intangible assets with the organization.**
- **Leaders and change agents who want to create value by building values-driven organisations**
- **Leaders and Change Agents wanting to review or create the vision, mission and values that will drive long term sustainable success**
- **Successful organizations wanting to move to the next level of organisational effectiveness, scalability, repeatability and sustainability**
- **Leaders and change agents who need to create or re-establish the organisations Identity and purpose in order to assess the benefits of maintaining a group approach or divesting aspects of the business portfolio**
- **Companies wanting to attract and retain talented people and deliver shareholder value and long term sustainability**
- **Leaders and Change Agents wanting to build diversity within the organisation**

Who is Using Cultural Transformation Tools?

- **Private and Public Sector organizations that have re-engineered their systems and processes, but are having difficulty in becoming learning organizations**
- **Organisations that want to find a unique competitive advantage via their culture and have behaviours and values aligned**
- **Organizations that want to implement successful leadership development programmes.**
- **Organisations that are already successful and want to measure and maintain their unique points of difference.**
- **Companies with high employee turnover, low morale and poor customer relations**
- **Companies wanting to facilitate the smooth merger of organizational cultures during mergers and Acquisitions (Due Diligence)**
- **etc**







CTT – Sample of Clients

- ANZ Bank
- British Petroleum
- Computer Associates
- Ford Motor Company
- IKEA
- ING Bank
- Johnson & Johnson
- Kellogg's
- Konica Minolta
- L'Oreal
- Mars / Masteroods
- Methodist Hospital System
- McKinsey & Co
- Nestle
- PricewaterhouseCoopers
- Statoil
- Volvo
- Many Schools and Universities

Corporate Transformation Tools – Assessment Types

- Individual Values Assessment
- Team Values Assessment
- Corporate Culture Assessment
- Leadership Values Assessment (360)
- Executive Search Assessment
- Employee Selection Assessment
- Employee Exiting Assessment
- Merger and Acquisition Compatibility Assessment
- Client Assessment of Corporate Values

CTT Languages

PROFICIENT DATA BASES:

- Danish
- Dutch
- English
- Flemish
- French
- German
- Japanese
- Korean
- Norwegian
- Spanish
- Swedish

PARTIAL DATA BASES:

- Macedonian
- Chinese
- Finnish
- Italian
- Latvian

CTT Global Assessments

CTT has been used in these countries:

- Argentina
- Australia
- Belgium
- Brazil
- Canada
- China
- Croatia
- Denmark
- France
- Finland
- Germany
- Hungary
- Macedonia
- Ireland
- Jamaica
- Japan
- Latvia
- Luxembourg
- Malaysia
- New Zealand
- Norway
- Poland
- Russia
- Slovenia
- South Africa
- Spain
- Sweden
- Switzerland
- Tanzania
- The Netherlands
- Turkey
- UK
- USA
- Venezuela

APPENDICIES

Appendix I - ANZ Bank Today

- 5th largest company in Australia, largest in New Zealand
- 33,000 staff
- 6 million customers
- Market Capitalisation US\$43 billion
- 30 countries, focus on Austral-Asia-Pacific
- **Our enlightened culture is a key point of difference**

ANZ Bank Today

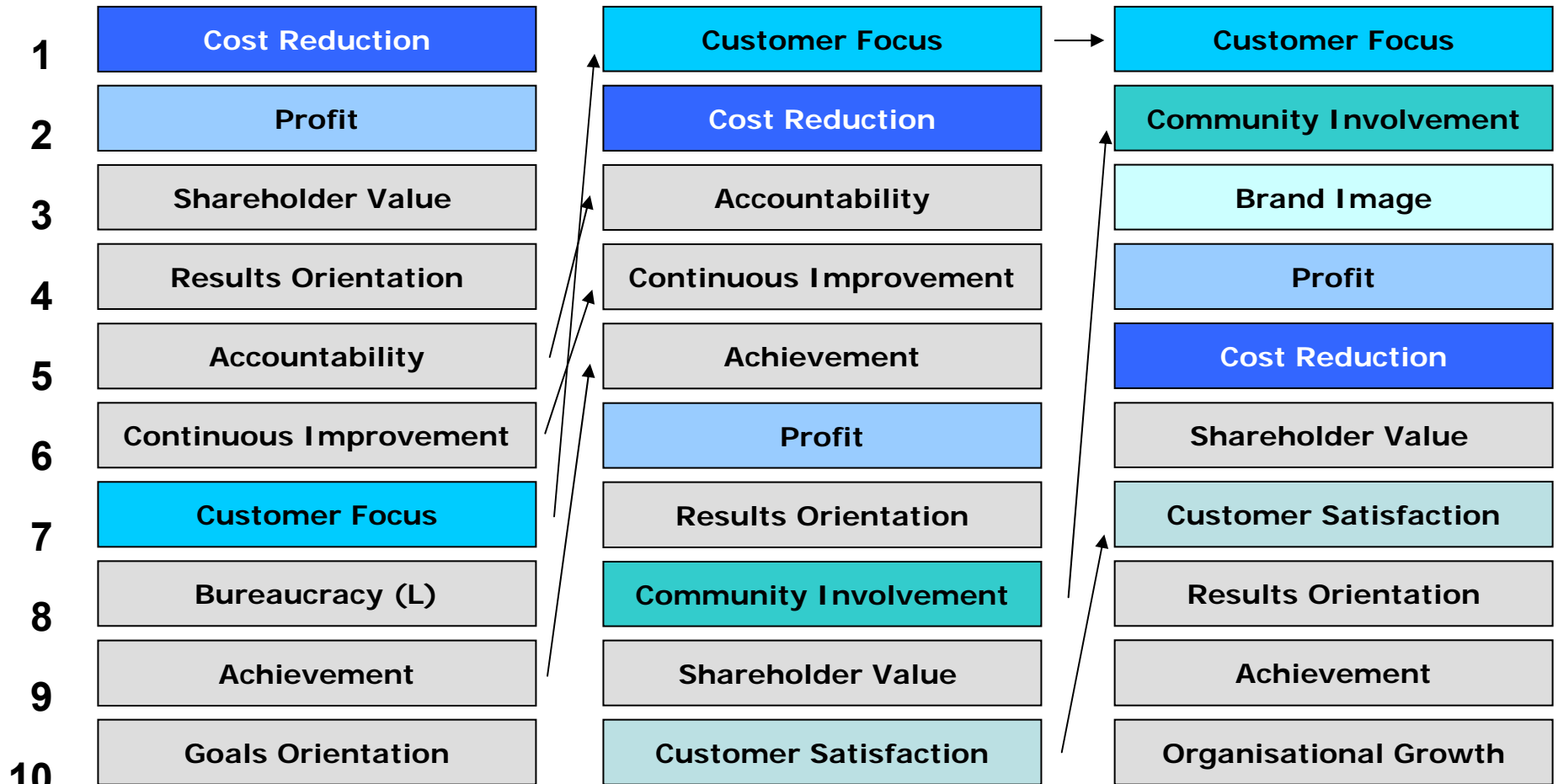


ANZ Values Evolution

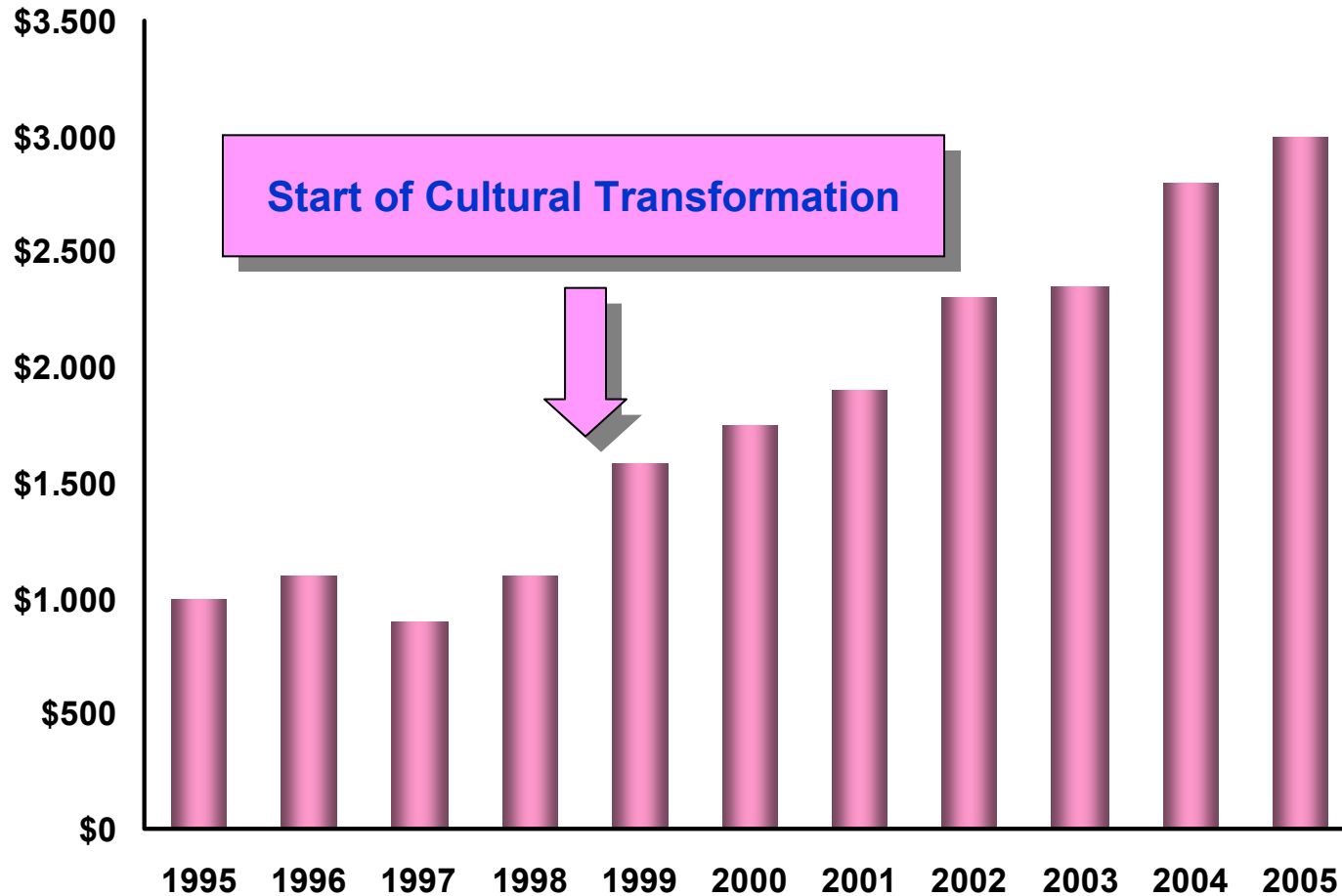
2000

2003

2006

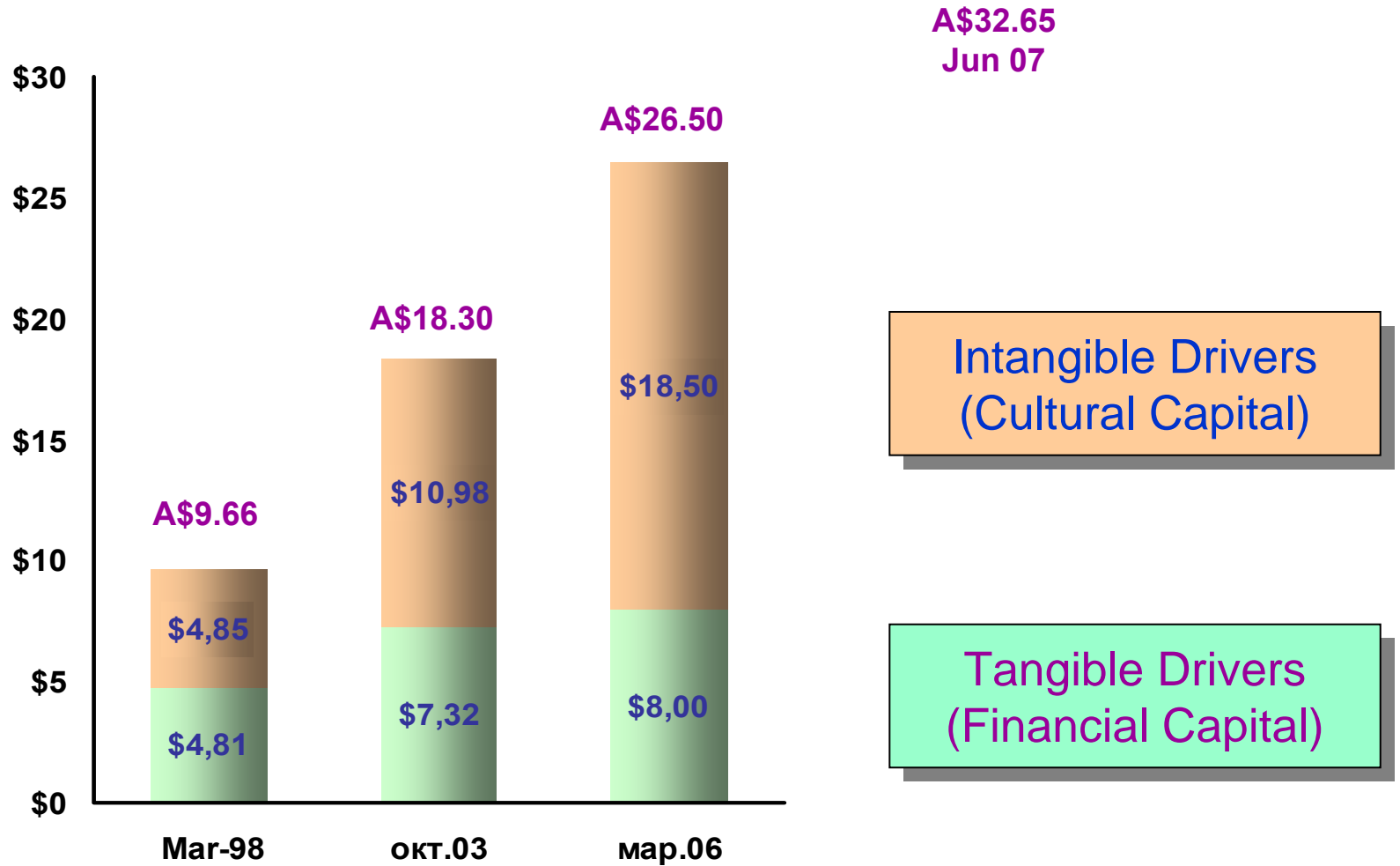


ANZ Profit Evolution

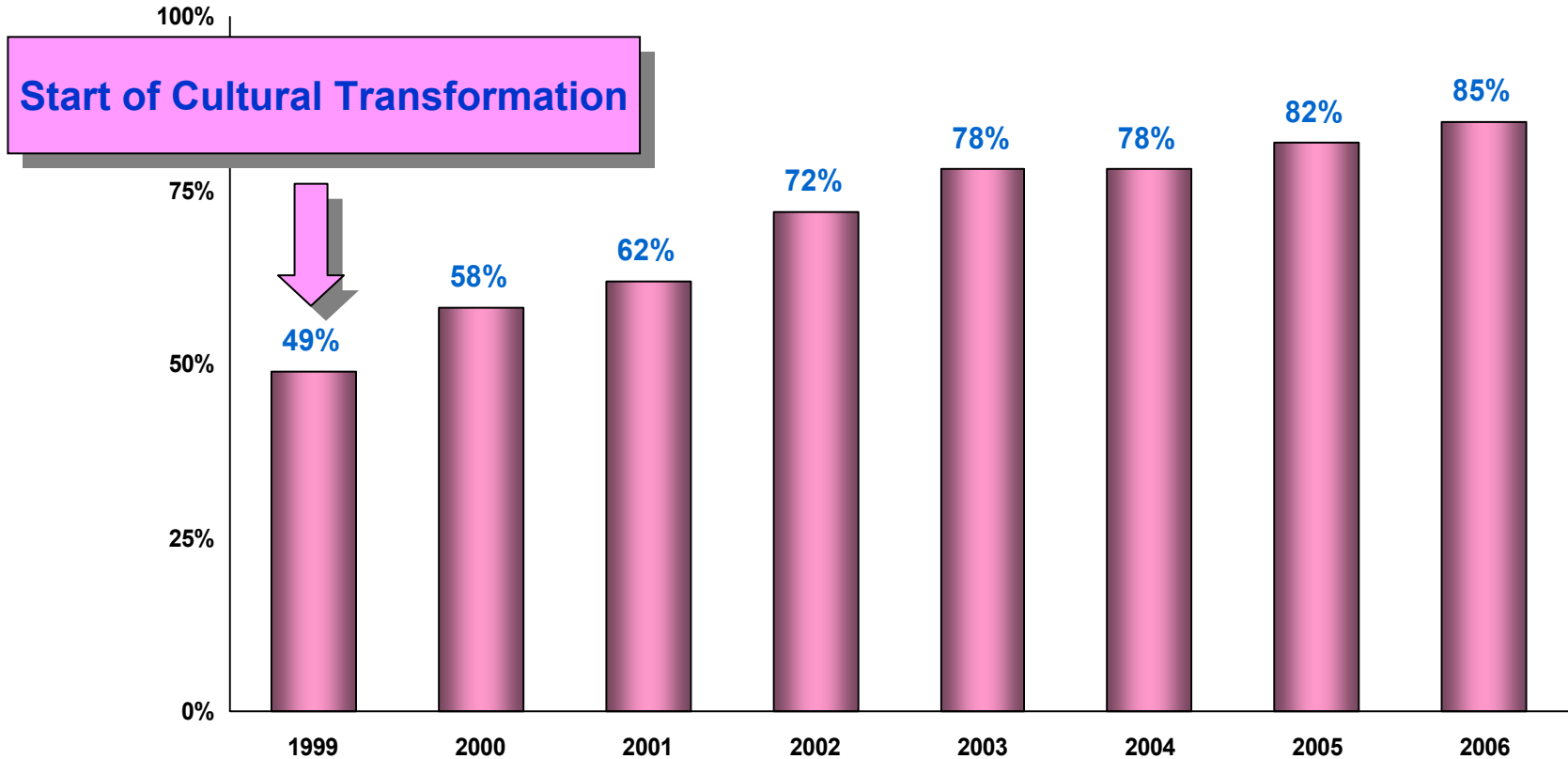


Net Profit After Tax (A\$millions)

ANZ Share Price Evolution



ANZ Employee Satisfaction Evolution



Appendix II – Working together - Conditions for Success

Based on **COACH ERA** Consultings extensive experience of Organisational transformation and our understanding of where you are, the key conditions for success would be:

- Excellent up-front work to design a programme that accurately reflects the core business agenda
- Establishing a partnership which agrees a clear way of working together
- Key contacts
 - One In House Project person who holds ownership, to help us work together
 - One **COACH ERA** Consulting person who liaise and co-ordinate all meetings and materials
- We work with you toward complete internal ownership at a pace that feels right for your needs
- On-going review sessions to embed our learning and share insights
- Please refer to www.skyisthelimit.org for further information or contact us at viktor@skyisthelimit.org



The problems cannot be solved at the level of thinking on which they were created

- Albert Einstein





Greatness it turns out, is largely a matter of conscious choice.

Values and Purpose are at the heart of enduring success.

Jim Collins - Good

To Great

