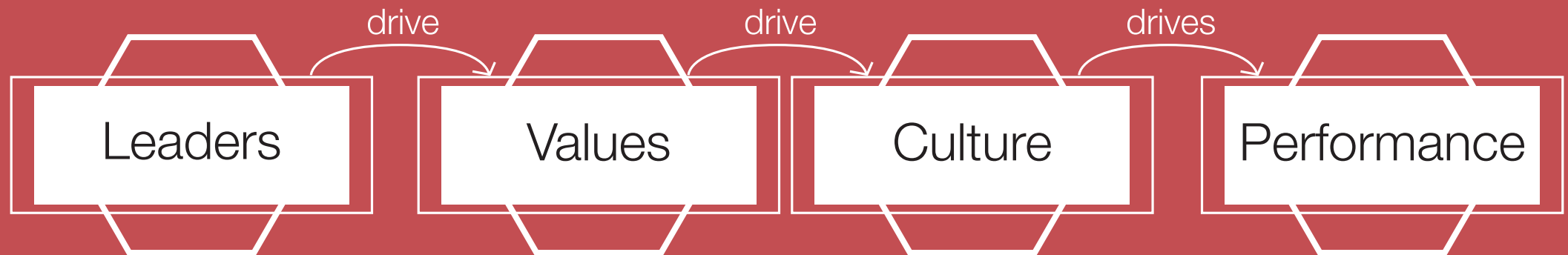


# BUILDING UNIQUE & SUSTAINABLE CULTURE



Passion, Purpose, Culture

Great cultures can't be replicated or copied; you must launch your own and integrate it to your business processes. **Craft** the blueprint, **drive** its implementation, and **continuously build** your culture as a unique competitive advantage.



*"Having a culture is not an option. But designing it, is a choice"*

## The Journey

### Culture Blueprint

#### Culture Gap

Assessing your current organization culture.

#### Crafting

Uncovering your true core values and its desired behaviors.

#### Task Force Planning

Preparing the specific plan to drive the desired culture throughout the whole organization.

### Values Rebranding

#### Onboarding

Getting everyone on the same page and prepared to drive the desired culture.

#### Values Integration

Integrating the value-based behaviors into every single organizational process.

### Ensuring Impact

#### Alignments

Identify the needed adjustments to improve the transformation process.

#### Measuring Impact

Measure the changes occurred in employees behaviors and performance.

## Impacts

- ◆ Taking your uniqueness from words into action...consistently.
- ◆ Brand ownership and shared purpose among employees.
- ◆ Keep and attract more “A” players.
- ◆ Applying value-based recruitment, appraisal, and recognition.
- ◆ Faster decision making.
- ◆ Aim for the long-term. Don't just survive. Strive!

### Haidar Bagir, CEO Mizan Group

As they first pointed out to us, without integrating each desired value and behavior to your business process, forget about building a solid and sustainable culture.

Insight Out's tailored and comprehensive approach has provided us a very practical step-by-step process from rediscovering our core values to instilling and incorporating them to our people and business process.

To top it all, their passion and commitment to ensure you a long-lasting impact is an inspiration on its own

## Contacts

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