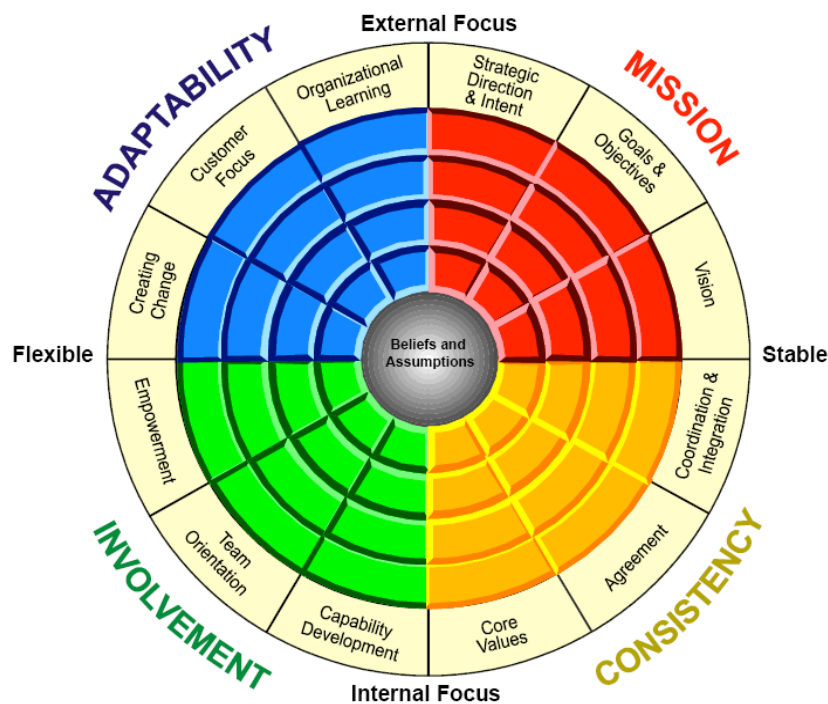


The Denison Model

The Denison Model is widely recognized as being the first to demonstrate through research the link between organizational culture and performance in real terms. It serves as a powerful foundation for measuring culture, and planning and prioritizing activities that will strengthen a culture of execution. The model is based on four cultural traits of effective organizations.



Here is why Denison is the KRS tool of choice:

- ✦ Supports strategy execution as it provides a snapshot of organization's capability to execute and deliver outcomes
- ✦ Identifies specific courses of action to improve performance
- ✦ Benchmarked against a global database of organizations across industry, culture, geography, size
- ✦ Easy for leadership to communicate findings and engage team
- ✦ Administered through simple email link to a web-based survey or via paper
- ✦ Affordable.