



# Culture-Strategy Fit Workshop

*Culture by design*

Reception & Dinner November 18, 2008 6PM  
Workshop November 19-20, 2008  
Toronto, Canada

## Learn how to apply new knowledge and tools

We are pleased to announce that we are planning a workshop for **external consultants** to share our **latest research** about culture fit to strategy and culture assessment. With deep research into culture-strategy fit and identification of over thirty culture patterns as most influential for specific strategic outcomes, we have developed an **array of culture diagnostic and survey approaches** that can be incorporated into your business. Create new kinds of conversations about the way culture can be shaped to support new directions and how to deal with 'culture drag' that may be holding the organization or groups back.

We would like to invite you to a **two-day workshop** during which time we will share our **research, surveys and methods**. This workshop will be most useful for seasoned OD, executive development and strategic initiative consultants able to work comfortably with clients on organizational alignment initiatives and culture change.

This will be a **hands-on** workshop. There will be practice in identifying the **types of Culture-Strategy Fit surveys and tools** that can be used in your practice, selecting culture patterns to create a custom culture assessment process and preparation for debriefing reports and responding to client reactions. We'll examine typical organizational needs and how a **culture measurement process** can be developed that will track culture change over time.

Most importantly, you will come away with deeper understanding of **organizational culture patterns** and how they operate to support or impede future success and with a set of easy to customize tools that can be used with your clients to identify priority areas for action.

### Objectives

You will be able to:

- State the theory and research that has influenced the design of the Culture-Strategy Fit diagnostics
- Select from different culture survey approaches such as the Culture Profile™, Culture Snapshot™, Culture Pulse™ or Culture Check™
- Describe over 30 culture patterns which contribute to specific strategic outcomes and work contexts
- Identify tools for specific applications such as M&A and leadership development
- Identify best practices and innovative approaches for culture assessment and monitoring progress over time
- Prepare to debrief sample reports and respond to typical client reactions
- Identify how to incorporate culture fit methods into your practice



## Presenters

*Nancie Evans, B.Sc., M.A., Ph.D., Partner Culture-Strategy Fit*



*Nancie brings to her clients a unique set of capabilities that is a result of her 25 years of general management and consulting experience combined with her extensive academic credentials that include a doctorate in management from Lancaster University in the United Kingdom. This powerful combination of hands-on experience and solid theoretical understanding is used to advantage in providing our clients with innovative and practical solutions to complex organizational challenges. Nancie leads the research arm of the firm.*

*Sherrill Burns, B.A. Psych. and Soc., Partner Culture-Strategy Fit*



*Sherrill has worked in the organizational effectiveness field as an external consultant since 1993 and as an internal consultant for a decade prior. Her early career in high technology influenced her to develop an in depth understanding about organizational practices and how they can be best aligned so clients can achieve the future they most desire. Her extensive background in culture change projects brings a practical edge to her action planning and many tools and techniques to support making change happen. Her focus now is the area of organizational culture alignment to strategy. Sherrill leads the client service side of the firm.*

## Reception

Nov. 18: 6 PM Adegá Restaurante, 33 Elm St., Toronto  
Telephone: 416.977.4338  
<http://www.adegarestaurante.ca/location.html>

## Schedule

Nov. 19: Continental Breakfast at 8:00. Workshop 8:30-5:00  
Nov. 20: Continental Breakfast at 8:00. Workshop 8:30-5:00

## Workshop Location and Hotels

St. Andrew's Club & Conference Centre – Downtown Toronto  
150 Queen St. W. (at University Avenue), 27<sup>th</sup> Floor Phone: 416-366-4228  
For a Map, Directions, Parking/Transit information please go online to:  
<http://www.standrewsclub.ca/map.html>  
Hotel Information will follow.



## Fee

**\$895PP** for firms in North America. **\$775PP** for firms outside of North America Discounts for more than one person from a firm. Applicable taxes will be charged.

## How to Register

E-mail: [hayley@culturestrategyfit.com](mailto:hayley@culturestrategyfit.com), call 905-887-8781 or 1-866-550-8781