

Customer Alignment Consulting can administer, interpret, present, and manage change using the Denison Culture and Leadership Surveys. We have a depth of experience in using the Denison model in Mergers & Acquisitions, Operational Performance Enhancement, as well as Leadership development and coaching.

We can assemble a team of talented consultants to address any organizational improvement you wish to make. Our particular expertise is in the area of Adaptability.

### Overview

Through Denison Consulting we offer an array of research-based culture and leadership surveys to help assess the strengths and weaknesses of organizational culture, individual leaders and team members in your organization. The Denison organizational culture surveys, 360-degree surveys for leadership, individual contributors, and team development, as well as change monitors, tie results to business needs such as sales growth, market share, financial performance and customer satisfaction. Designed around the traits of mission, adaptability, involvement and consistency, the surveys provide measurable links between culture and leadership dynamics and bottom-line performance. The surveys are used globally by thousands of organizations and leaders, allowing us to offer a database of robust norms for comparison.

- Link results to critical financial performance measures
- Provide easy-to-interpret, graphical results based on percentiles
- Offer comparisons to a global normative database

### Denison Surveys provide many advantages to our clients

1. The Denison model and surveys are based on over 20 years of research. Denison has proven the reliability and validity of the [research-based model](#) . Denison continues to research issues related to the model and client success.
2. Denison research, model and application all [link to bottom line](#) metrics. Denison is focused on performance and business outcomes.
3. The surveys have a [business focus](#) and are framed in business terms - focusing on management and organizational practices related to culture and leadership. We find that these fundamental practices apply to all industries - including government, education and non-profits.
4. Denison has a [global reach](#) and work with clients all over the world. Denison surveys are translated into more than 20 languages.

5. The culture and leadership surveys are both based on the Denison model. This shared reference makes it easy for organizations to [align culture and leadership](#) issues on a common platform.

6. The Denison surveys and model are designed to be [easy to use](#).

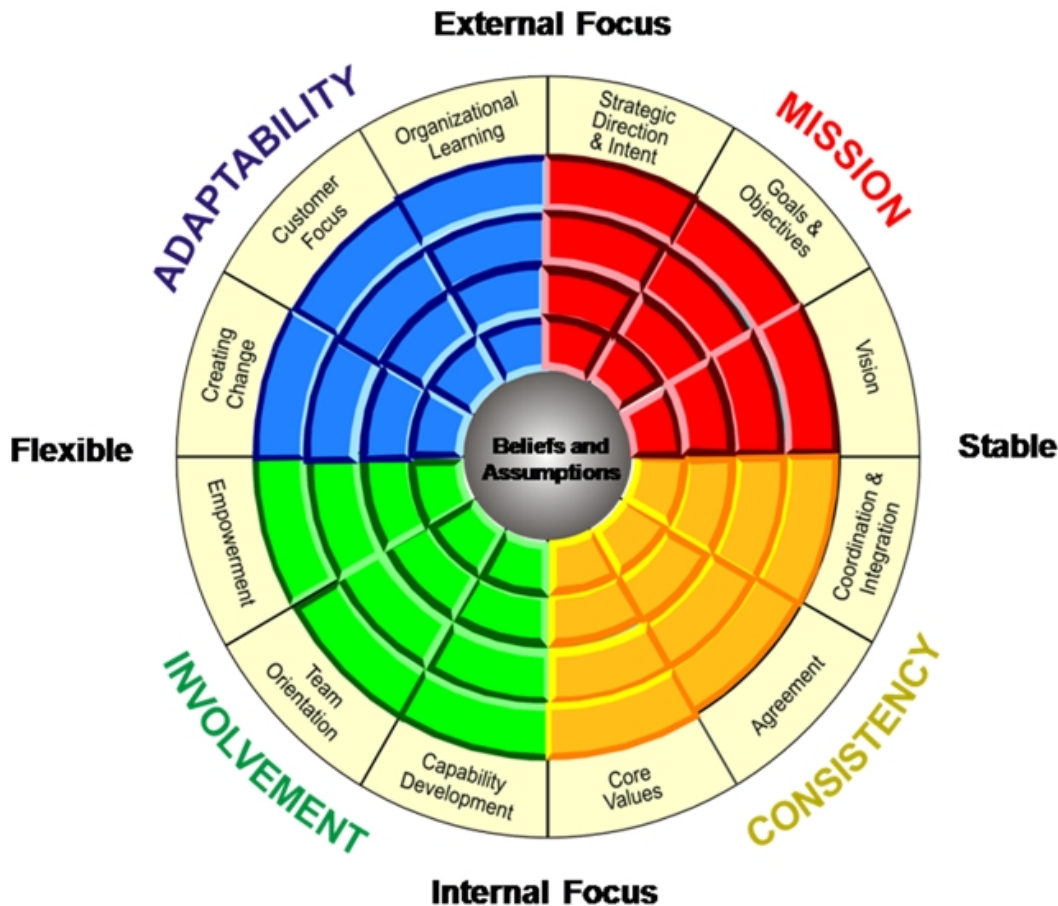
7. Denison has had the privilege of working with a large number of clients from diverse industries from all over the world.

8. Customer Alignment Consulting is an active partner in the Denison Consulting network and a member of the Denison Sr. Consultant Roundtable.

The Denison model and diagnostic surveys can help your organization **align culture and leadership** to accelerate the achievement of your goals.

### The Model

Successful organizations and effective leaders attend to the key dimensions of the Denison Model: Mission, Consistency, Involvement and Adaptability. The model provides a comprehensive, yet easy to interpret, guide for organizational change. With years of data representing thousands of organizations and leaders, the model enables us to provide **benchmarks** for results that provide unique, real-world relevance to the reports and guide organizations to focus on actions that provide the most meaningful outcomes. For more detailed information about the model, see the [Research-based Model](#) section of The Denison Consulting web site.



## The Research

The Denison model, survey items and global database of benchmarks are backed by years research and data collection. Denison Consulting maintains a full-time [research and development department](#) with PhD level staff. The [Denison Research Network](#) includes faculty and students at top-ranked universities around the world who work with the research staff, clients and client teams to conduct cutting-edge research and practical application to client questions. The Denison research team uses their large database of culture and leadership results collected for over ten years to validate and extend the Denison model.

## The Technology

Denison's world-class delivery system offers your organization flexibility, ease of customization and speed of delivery, while maintaining the highest levels of data quality and respondent confidentiality. From a single leadership survey to a worldwide organizational culture assessment in 36 languages with thousands of respondents, Denison can deliver your results quickly and accurately.