

DCI Grapevine Office



DCI Kappa 9 Methodology



www.dcintgroup.com
One DeWolf Rd
Ste 100
Old Tappan
NJ 07675
817-781-1905

“You must nurture and mold a culture into what you want it to be a results driven culture The return on investment is worth the trouble.” **Bob Prosen** author of *Kiss Theory Goodbye*

WHAT BUSINESS LEADERS HAVE TO SAY ABOUT CULTURE

Peter Drucker, International Author & Management Consultant

“When culture is out of alignment with mission, core values, and operational strategy, it can become a significant liability for the organization.”

Jack Welch Former CEO of General Electric At number 2 in Welch’s “Seven Point Program for Leadership” is “Changing the culture to achieve the vision”

How can DCI help me with my Culture ?

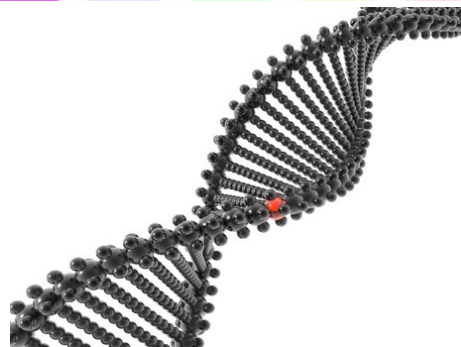
DCI Approach to Culture

We provide a comprehensive framework called Kappa 9 that covers the complete journey from identifying your existing culture through the change process to the completion of the transformation. Kappa 9 allows organizations to clearly see the journey ahead thereby allowing them to plan and execute change more effectively, to realize benefits earlier, reduce risk and to deliver the vision on time. In this way informed decisions can be made and the value to both the organization and its stakeholders is maximized.



Phase I – Location Identification

We identify the cultural DNA of the company and the impact the culture has upon the organization both positively and negatively.



Phase I – Deliverables

1. **I**nventory for **C**ultural **E**valuation (ICE™) is used for on-line quantitative data collection
2. Supplementary qualitative data is collected via Interviews
3. “Material State Metaphor” established
4. “Lever Construction” established
5. Cultural interpretation and Corporate impact analysis prepared describing the cultural DNA of the organization
6. “Cultural Review Report” presented including recommendations

Business Capability × Culture = Business Performance



Phase 2 – Journey Planning

A “Cultural Vision” needs to be defined and agreed on. Once defined, the route to the destination must be established.



Phase 2 - Deliverables

1. Business Case for change established
2. “Tactical” and “Strategic” deliverables are defined
3. Define how success will be measured
4. The “Communication Strategy” is established and “Corporate” approval is sought

Phase 3 – Enable Journey

Once the “Cultural Vision” is established and the journey is agreed on, we establish the climate for change and determine how to engage and enable the organization.



Phase 3 – Deliverables

1. Unfreeze the organization
2. “Culture Teams” are established
3. Communicate for “buy in”

Phase 4 – Road Trip

With the organization engaged, barriers removed, plans defined, communicated, understood and [bought into](#) it is time to start “culture change”.



Phase 4 – Deliverables

1. Manage Change Process
2. Deploy “Tactical” solutions
3. Deploy “Strategic” solutions
4. Measure KPI

Phase 5 – Arrive

The culture changes need to become part of the fabric of the organization for it to stick.



Phase 5 – Deliverables

1. Show why new way is working
2. Refreeze the organization
3. Reward people
4. Keep measuring
5. Don't let-up

DCI Conclusion

Organizational culture is fast becoming a key area of concern for managers as the impact culture has on performance and financial health becomes more apparent. Many organizations struggle with initiatives, plans or strategies because the corporate culture works against them. At best limited success is possible at worst the complete failure of any plans to improve or even rescue the company. There are numerous examples of companies that resort to cost cutting or restructuring only to find that the issues remain and somehow seem even worse; possibly due to the culture working against them.

