

## CULTURE VALUATION AND CHANGE PROGRAM



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### Unlocking Your Organizational Potential

At each company we work with, we understand that its culture is the heartbeat of its success. A strong culture defines who they are and shapes their future. Our Culture Valuation and Change program is designed to help businesses harness the power of their culture, evaluate its current state, identify areas for improvement, and facilitate transformation.

### Evaluating Your Current Culture:

Our approach begins with a comprehensive evaluation of your current organizational

culture. We use a combination of data-driven assessments, employee surveys, interviews, and observation to gain a deep understanding of your existing culture. This step involves:

- Cultural Audit: Assessing the values, beliefs, and norms that drive your organization.
- Employee Engagement Surveys: Gathering valuable insights from your team members.
- Leadership Interviews: Understanding the leadership's perception of the culture.
- Observational Analysis: Identifying cultural patterns through workplace dynamics.
- Cultural Assessment: [The Organizational Culture Assessment Instrument](#) (OCAI).
- Determining What to Change and how to measure the impact of the changes.

### What Should Be Changed:

Once we have a clear picture of your current culture, we work collaboratively with your leadership team to define what aspects of your culture should be enhanced, modified, or transformed. This phase involves:

- Goal Setting: Defining and aligning the desired cultural outcomes with your business objectives.
- Gap Analysis: Identifying the gaps between your current and desired culture.
- Stakeholder Involvement: Engaging employees at all levels to ensure buy-in and alignment with the change process.
- Culture Roadmap: Developing a tailored plan that outlines specific actions, timelines, and responsibilities for culture transformation.

### Our Transformation Process:

Our proven culture transformation process is centered around sustainability, inclusivity, and measurable results. We guide you through the following steps:

- Culture Alignment: Ensuring your culture aligns with your business strategy and values.
- Behavioral Change: Facilitating workshops, pilot initiatives, and training programs to foster desired behaviors, with management leadership at each level and stage.
- Communication Strategy: Creating a comprehensive communication plan to keep all stakeholders informed and engaged.
- Continuous Evaluation: Monitoring progress through regular check-ins, surveys, and feedback mechanisms.
- Course Correction: Adapting the transformation strategy to address evolving challenges and opportunities.
- Celebrating Success: Recognizing and rewarding achievements that align with your new culture.

## Why Choose Simon Associates Management Consultants?

You can expect a tailored, data-driven, and people-centric approach to culture valuation and change with [Simon Associates Management Consultants](#) (SAMC). A healthy culture is a competitive advantage and a source of innovation, engagement, and resilience.

Let us be your partner in unlocking the full potential of your organization's culture. Together, we can build a culture that drives sustainable growth, fosters innovation, and enhances employee well-being. [Contact us](#) today to embark on a transformative journey toward a culture that reflects your values and propels your business forward.

## About Andi Simon



[Andrea \(Andi\) Simon, Ph.D.](#), [corporate anthropologist](#), [author](#), and executive coach founded [Simon Associates Management Consultants](#) (SAMC) over two decades ago to bring the unique perspective of anthropology to businesses and organizations that need or want to change. As a [culture change expert](#) and trained practitioner in [Blue Ocean Strategy](#)®, she helps a diverse range of organizations “see, feel and think” in new ways, finding better solutions for their current customers and “big ideas” to attract future ones. [Contact SAMC](#) to find out how Andi and her team can help your organization drive change, overcome challenges and reach your potential for success. Subscribe to Andi’s podcast: [On the Brink with Andi Simon](#) and hear how you can move off the brink and soar!

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Andi has authored two award-winning books: [On the Brink: A Fresh Lens to Take Your Business to New Heights](#) and [Rethink: Smashing the Myths of Women in Business](#). Her third book, [Women Mean Business: Over 500 Insights from Extraordinary Leaders to Spark Your Success](#), co-authored with Edie Fraser and Robyn Freedman Spizman, is being called the women’s business book of the decade. To order your copies, click on the images below:

