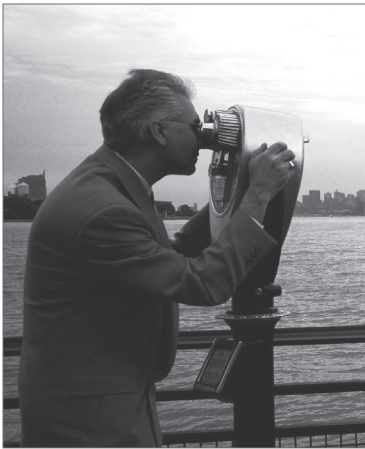


Envisioning a Culture for Quality™

ORGANIZATIONAL DEVELOPMENT

Create a culture that promotes high-quality service and teamwork



Unlock the secret of synergy while identifying the type of culture that supports it.

WHAT IS ENVISIONING A CULTURE FOR QUALITY?

Envisioning a Culture for Quality is an interactive team exercise that raises awareness of behaviors that contribute to high-quality service while building participants' consensus decision-making skills. Developed by Dr. Robert A. Cooke, the exercise challenges participants to rank order 24 behavioral norms in terms of their impact (from positive to neutral and then negative) on service quality.

HOW DOES ENVISIONING WORK?

Participants order the norms from 1 (the behavioral norm with the most positive impact) to 24 (the norm with the most negative impact). Solutions to the exercise are developed first on an individual basis and then by groups. Individual and team solutions are compared to the ranking based on the results of research carried out on over 350 organizations, departments and work groups. Comparisons between participants' individual ranking and the Culture for Quality Ranking indicate how well they are exercising their knowledge, skills, and experience with respect to customer service and complex problem solving. Comparisons between participants' individual scores and their team's score indicates whether they were able to achieve synergy by fully using and building on their collective knowledge and skills.

The exercise takes approximately 2 to 2½ hours to complete, including scoring and debriefing.

APPLICATIONS

Envisioning a Culture for Quality can be used as an icebreaker, central activity, pre-test/post-test, or follow-up activity for programs focusing on:

- Service quality
- Problem solving and decision making
- Team development

The exercise can also be used as a tool for:

- Developing supervisors and managers
- Understanding the implications of an organization's current behavioral norms (as measured by the *Organizational Culture Inventory*®) with respect to service quality
- Preparing an organization for culture change and improvement
- Identifying the ideal or preferred culture for an organization

WHO SHOULD EXPERIENCE ENVISIONING A CULTURE FOR QUALITY?

Envisioning a Culture for Quality is particularly appropriate for supervisors, managers, executives, organizational change agents, and organization development professionals.

U.S.A. | AUSTRALIA | BELGIUM | BRAZIL | BRITISH ISLES | CANADA | FINLAND | FRANCE | GERMANY | GREECE | HUNGARY | THE NETHERLANDS | NEW ZEALAND | ROMANIA | SERBIA | SOUTH KOREA



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One Organization at a Time®

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Creators of the *Organizational Culture Inventory*®, *Desert Survival Situation*™, *Life Styles Inventory*™ and *Leadership/Impact*®.

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