



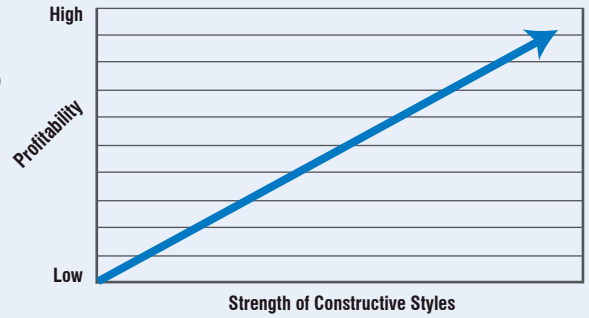
Develop  
**Real Culture.**  
Achieve  
**Real Results.**

CULTURE AND FINANCIAL RETURNS research study



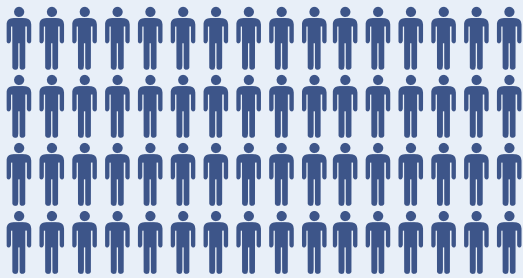
**Constructive culture styles are related to profitability.**

Based on a study of companies across multiple industries



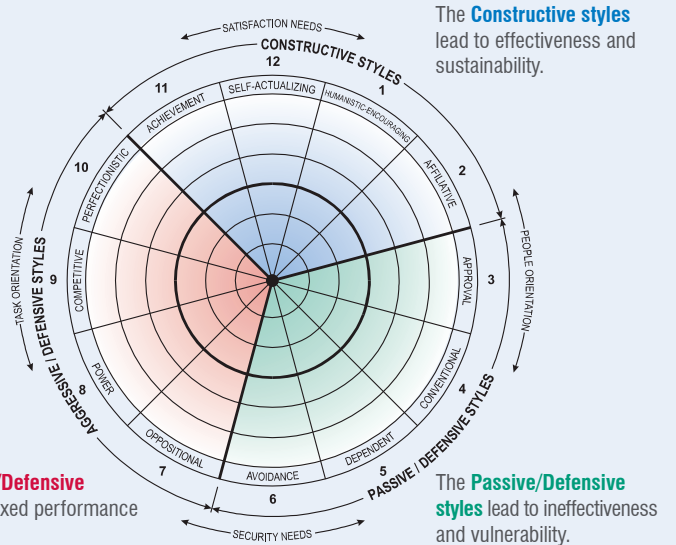
**ORGANIZATIONAL CULTURE INVENTORY®**

The OCI® is the most trusted and thoroughly researched culture assessment in the world. It has been used by approximately four million individuals across the globe. The OCI measures behaviors in terms of “what’s expected” (REAL CULTURE) in an organization and displays the results on a circumplex.



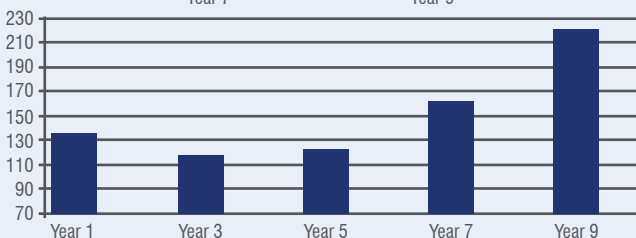
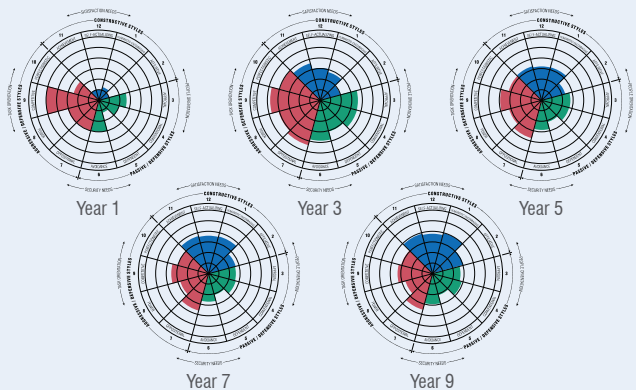
**HUMAN SYNERGISTICS CIRCUMPLEX**

The Circumplex provides a way to “see,” measure, and change REAL CULTURE—that is, the behavioral norms proven to drive the performance of individuals, groups, and organizations. It provides feedback on the strength of 12 specific norms associated with three types of cultures.



Research & development by Robert A. Cooke, Ph.D. and J. Clayton Lafferty, Ph.D. Copyright © 1987-2015 by Human Synergistics International. All Rights Reserved.

**IMPROVED CULTURE AND FINANCIAL PERFORMANCE AT LION** case study



From Q. Jones et al. In Great Company. Human Synergistics New Zealand.

**What does your organization’s REAL CULTURE profile look like? To find out, email [info@humansynergistics.com](mailto:info@humansynergistics.com).**

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**LION**  
YEAR 1 – YEAR 9

Share Price  
**↑120%**

Acquired by  
**KIRIN**

Named a  
**TOP COMPANY FOR LEADERS**

**WHY REAL CULTURE MATTERS**



Correlations from Szumal, J.L. *Reliability and Validity of the OEI*. Human Synergistics.  
<sup>1</sup> Readership Institute, Media Management Center at Northwestern University. *Culture Report on the Newspaper Industry: Impact Quick Read Summary*. Evanston, IL: Northwestern University.  
<sup>2</sup> IBM Integrated Supply Chain Operations. *Sustaining a Lean Transformation in Complex Server Assembly and Test Organization*. Poughkeepsie, NY: IBM.  
<sup>3</sup> Curtis, K. & Lane, D. *Creating a Top 100 Workplace Through Constructive Leadership and Culture*. Regina, SK, Canada: SaskCentral.