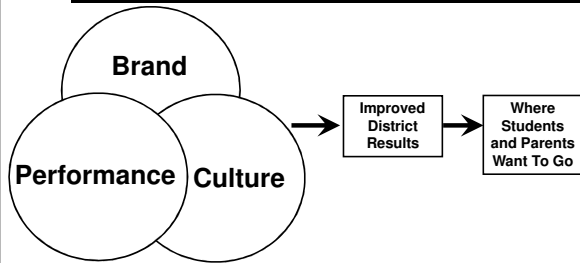


Brand Organizational Linkages



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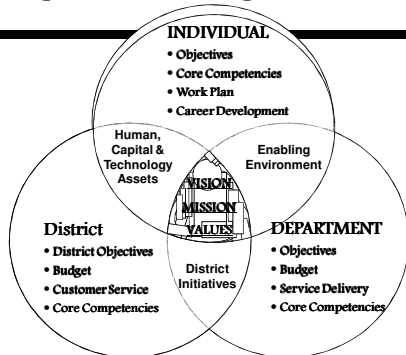
Perceptions of Identity

- Products and Services
- Communications
- Buildings and Environments
- People and Behavior

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Organizational Alignment Model



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And The Survey Says . . .

- 80% of the time, an Employer makes a hire based on technical skills, education and training.
- 80% of job failures are due to failure in behavior

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Always Remember . . .

- ***SIMPLE. NOT EASY.***

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2005 Towers Perrin HR Services Survey – Engaged Employees

- 14% of employees worldwide are fully engaged with their job and willing to put forth extra effort for their employer. (Level 5 on Gallup Survey)
- 21% in the U.S.A.
- The resulting costs of poor to no engagement includes employee turnover, declining morale and productivity, and litigation costs.

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Poll of 23,000 employees

- Football team
 - Only **4 of the 11** would know which end they are defending
 - Only **2 of the 11** would care
 - Only **2 of the 11** would know what position they play and know exactly what they are suppose to do
 - And **all but 2** would, in some way, be competing against their own team members rather than their opponent
 - Only **2 of the 11** trusted Rex to call the right play or if you are a Colts fan – tell me something I didn't already know.

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Identifying The Issues



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Have You Heard This ?

- It's not my job.
- No one told me to do that.
- It's the other departments fault.
- How was I suppose to know that?
- If it wasn't for my parents. . .
- The Blame Game

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What Do We Want?

Leaders from Employees?

Employees from Work?

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Individual's View

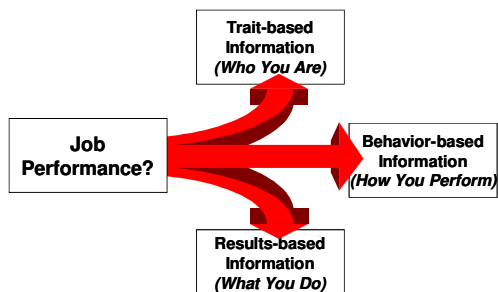
▪ Most people within an organization have an understanding as to:

- What is rewarded/punished;
- What is tolerated/ignored;
- How problems are solved;
- How the organization deals with change;
- How the organization will react to events and circumstances both internally and externally

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Types of Performance Information



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Typical Problems

- Performance – What Based
 - Ability
 - Clear Goals
 - Adequate Tools and Support
 - Motivation
- Behavioral – How Based
 - Clear expectations
 - Understanding of company policies
 - Policies consistently enforced
 - Stress, work-life imbalance

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Needs To Be Driven By . . .

- *What Do You Want Employees To **KNOW***
 - the plan • understand the specifics of it and the employees' role in its success
- *How Do You Want Employees To **Feel***
 - excited about and knowing the next *steps*
- *What Do You Want Employees To **DO***
 - what it takes • use the information to accomplish...

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