

OCAI online



OCAI Pro Product Sheet

For teams and organizations, the results of all respondents are combined in a report with collective profiles of the current and preferred culture, broken down by the six key aspects of culture. Your online measurement is fast, safe, and easy.

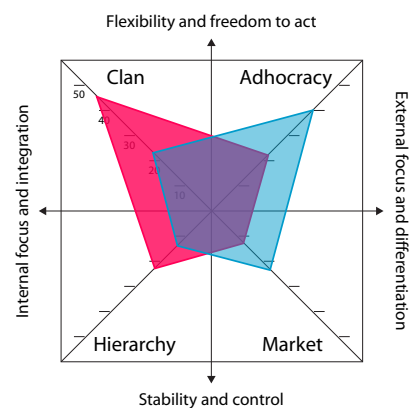
Select OCAI Pro for your team or organization. It's the starting point for broad-based, sustainable cultural change.

Invite your participants to your private URL to do the assessment. Participants choose their preferred language: Chinese, Dutch, English, French, German, Italian, Russian or Spanish. You receive an extensive report with collective results in English.

For only \$497 (November 2011, see the website for the actual pricing), you will receive the report of your team or organization, the OCAI Preparation Kit, and a do-it-yourself OCAI Work Kit, including a PowerPoint presentation and manual.

The OCAI report contains the following:

- ◆ The collective profile with current and preferred culture and an explanation
- ◆ An analysis of the discrepancy between current and preferred culture

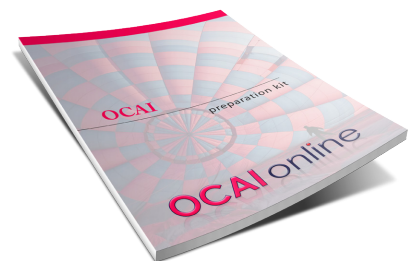


- ◆ The profile is broken down into 6 culture dimensions:
 1. Dominant characteristics
 2. Organizational leadership
 3. Management of employees
 4. Organization glue
 5. Strategic emphases
 6. Criteria of success
- ◆ An assessment of cultural congruence: If the six aspects have the same dominant culture, the profile is congruent. Cultural incongruence on the other hand can lead to conflicts and inconsistencies, and these can be costly in terms of time, money, and energy.

With the OCAI Pro report, you will also receive four bonuses!

1. The OCAI Preparation Kit, including the following:

- ◆ A practical guide to start and monitor the culture assessment within teams and organizations
- ◆ An introductory text for personnel or colleagues



2. The OCAI Work Kit, including the following:

- ◆ A practical guide and road map for a one- or two-day OCAI workshop in your organization. This workshop helps your organization or team to really change!
- ◆ An easy-to-use PowerPoint presentation and tables that help you to work out culture, define behavioral change, and take action.



3. A podcast interview with professor Kim Cameron. He answers questions like:

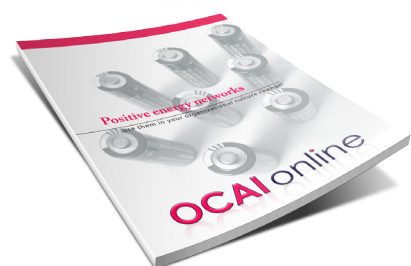
- ◆ What is organizational culture?
- ◆ What does a small difference between current and preferred culture mean?
- ◆ What is the “dark side” of the four culture types?
- ◆ When shouldn't you use the OCAI?
- ◆ What's the biggest advantage of the OCAI?



4. The essay “Positive Energizers” to find and use the “change masters” in your organization

OCAI Pro: it's quick, easy and reliable

Your OCAI Pro assessment is fully automatic. You start by filling in your data, you pay by credit card or PayPal, you receive an invoice by email, and then you'll find a link to your personal OCAI administration page. Invite your respondents by email and start your OCAI assessment!



On your personal OCAI administration page, you're able to:

- ◆ Upload your company's logo.
- ◆ Set the languages for the assessment.
- ◆ Open the culture assessment.
- ◆ Thus revealing the link to your organization's assessment. This link can be passed on to respondents.
- ◆ Check the number of respondents who have taken the test so far. Note: you can check how many people participated, you will not be able to see who did the assessment.
- ◆ Participants need a valid email address. Everyone will receive their personal profile by email as a courtesy for their participation and a confirmation that their results were stored. Seeing their scores will make people more aware of culture. An active attitude will enhance starting necessary change and anchoring what is already good. We grant people's privacy. The contact details are NOT used in any other way nor are you able to see them as an administrator.
- ◆ Download the two OCAI Kits and bonuses.
- ◆ Close the assessment after the time deadline and with enough respondents.
- ◆ Download your OCAI report with the collective profiles, the six key dimensions of culture, and the explanation. Note: you cannot reopen the assessment once you've closed it.

My Dashboard

Upload company logo



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Contactperson: [redacted]

Status: Closed

You can download the following files:

[Basis of the current culture](#)

[Action schedule](#)

[OCAI Workshop part 2 long](#)

[OCAI Workshop part 2 short](#)

[OCAI Workshop part 1](#)

[OCAI Preparation Kit](#)

[OCAI Workkit Manual](#)

[Positive energy networks](#)

[Required preferred culture](#)

[The only way is up!](#)

So far, 69 people have finished their OCAI assessment successfully.

Your investment for OCAI Pro is \$497, regardless of the number of participants. You can assess one team or a whole corporation. Check our website for actual pricing, this price is valid in November 2011. Prices in US dollar.

If you need an official bid stating the price, let us know by email (marcella@ocai-online.com). For administrative reasons, we only accept payments by MasterCard, Visa, or PayPal. OCAI Pro is paid in advance.

For consultants

OCAI Pro is also useful for outside consultants. You can work with your clients while OCAI Online facilitates the assessment and calculates the scores and profiles. It saves you hours of work! You will present an extensive report and discuss results in a professional presentation!

OCAI Preparation Kit: contents

The **OCAI Preparation Kit** includes a practical guide to start and monitor the culture assessment within teams and organizations and an introductory text for personnel or colleagues.

Contents of the OCAI Preparation Kit:

1. General introduction
 - ◆ Commitment and change
 - ◆ Assessment as a first intervention
 - ◆ Timing: prevent overload
2. Organization and practical choices
 - ◆ Cultural Project Group
 - ◆ Objective of the assessment
 - ◆ Choice of target group
 - ◆ Define the concepts
 - ◆ Choice of profiles
 - ◆ Entire target group or random sample
 - ◆ Planning the duration of the assessment
 - ◆ Inviting the participants
 - ◆ Voluntary or mandatory?
 - ◆ Progress of the assessment
 - ◆ Is the assessment too difficult?
 - ◆ End of the assessment
3. Information and internal communication
 - ◆ Continual communication
 - ◆ Priming culture, assessment, and change
 - ◆ Internal communication plan
 - ◆ Means of communication before and during the assessment

OCAI Work Kit: contents

The **OCAI Work Kit** includes a practical guide and road map for a one- or two-day OCAI workshop in your organization. This workshop helps your organization or team to really change! You'll also find an easy-to-use PowerPoint presentation and tables that help you to work out culture, define behavioral change, and take action.

Contents of the OCAI Work Kit:

1. Introduction
 - ◆ OCAI workshop: method and focal points
 - ◆ Who will participate?
 - ◆ Voluntary participation
 - ◆ Group size
 - ◆ The coaches of the workshop
 - ◆ OCAI cultural workshop: one or two days?
2. Program OCAI workshop
 - ◆ Introduction, rules and focal points
 - ◆ Short repetition of the OCAI model
 - ◆ Getting to work with your OCAI results
 - ◆ Current collective profile: foundations
 - ◆ Exploring the future
 - ◆ Preferred profile: evaluation
3. Continuation: short workshop (1 day)
 - ◆ Required profile: found this in concrete behavior
 - ◆ Initiate action
4. Continuation: long workshop (2 days)
 - ◆ Preferred profile: found this in order to formulate a plan of change
 - ◆ Work out the required preferred culture
 - ◆ Plan of change: How will we evolve to the new culture?
 - ◆ Actions, blockages and solutions
 - ◆ Plan of implementation: choices
 - ◆ Finally: illustrative stories, in other words: sell the change

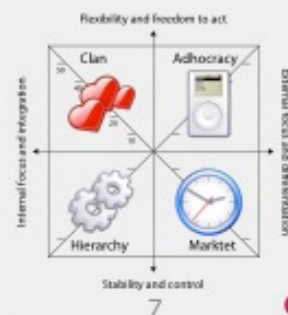
Culture workshop

- Short revision of the OCAI model
- Our current profile + substantiation
- Future trends and changes
- Assess preferred profile
- Define preferred profile
- (Change strategy)

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4 culture quadrant



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In other words:

- What will we do MORE of?
- What will we CONTINUE to do?
- What will we do LESS of?
- What DON'T we want anymore, what do we truly want to abandon?

Sometimes it's easier to begin with the last question since things will NOT be part of our new

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Help questions for resolutions

- What should we acknowledge & honor to acquire support for change?
- Which little things can we abolish or begin with?
- Biggest leverage for change?
- Symbols or metaphors?
- How do we make change perceptible for everyone?

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