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 one of the available languages. You receive an extensive report with collective results in English. For only $597 (September 2014, 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.
♦ Activate the languages of your choice.
♦ Forward the assessment URL to participants.
♦ Check the number of respondents who have taken the assessment so far. Note: you can check how many people participated, you will not be able to see who did the assessment.
♦ Check the current status of the assessment in graphical form.
♦ Participants register with their name and email address which is necessary to ensure they participate only once and their results are stored correctly. Their address is used only once: to send them their personal profile so they can start to think about their culture. We guarantee their privacy. No third parties or their employers will ever get access. Participants choose their preferred language. 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.

Your investment for OCAI Pro is $597, regardless of the number of participants. You can assess one team or a whole corporation. Check our website for actual pricing. 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!

When you register as an administrator to set up your OCAI Pro account, you agree to our general terms and conditions and you acknowledge to have read the product leaflets so you know what our online system can and cannot do.
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 Power-Point 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)

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?

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?