

“Improve service quality” is your mandate. But what does quality service “look like” and “sound like”? And how do your people make it happen? Envisioning a Culture for Quality is the best place to start.



Envisioning a Culture for Quality™

An interactive team activity that links culture to product and service quality.

Your customers are telling you. Your bottom line is telling you. And your *Organizational Culture Inventory*® (OCI) results just confirmed it. Your company’s service is substandard—and your culture is part of the problem. *But how do you begin to fix it?* What can you do to start redirecting your culture to one that supports—not stifles—quality service?

How the Envisioning a Culture for Quality Works

Tune up Your Teams

Envisioning a Culture for Quality is a simulation that helps your people recognize and understand how a company’s culture relates to service effectiveness and product quality.

This two-hour team activity challenges participants to define the type of culture that is most likely to lead to product and service excellence. They do this by rank-ordering a list of 24 behaviors according to their positive or negative impact on service quality. These behaviors are related to the cultural “styles” measured by the *Organizational Culture Inventory*® (OCI).



For more information on the OCI, see pages 56-58.

PRODUCT APPLICATION

Use Envisioning a Culture for Quality to:

- Introduce organizational culture to individual contributors in preparation for a change program
- Familiarize participants with culture and its critical impact on outcomes such as product and service quality
- Teach the behaviors needed to move service levels from “substandard” to “superior”
- Enhance problem-solving and decision-making effectiveness by teaching your people task (rational) and people (interpersonal) skills involved in successful teamwork

organizational development

Please refer to the back of the catalog for the Pricing Guide.

Envisioning a Culture for Quality Situation

PARTICIPANT MATERIALS
Participant Booklet
SM 27101

FACILITATOR MATERIALS
Leader’s Guide
SM 27110

