

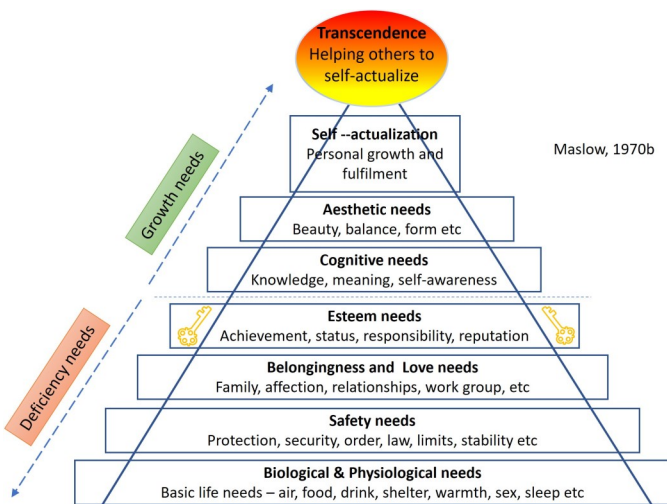
Culture Eats Strategy for Breakfast'

The data is compelling: companies with healthy cultures have three times greater total returns to shareholders. A recent McKinsey study found that in times of volatility, organisations that focus on culture and organisational health accelerate out of crisis faster. By building a performance culture—one with a unique set of practices, rituals, symbols, and experiences to fuel sustained superior performance—leaders can future-proof their organisations.

Blue Ocean Culture

Imagine an organisation where each person is at "Self-Actualisation" - at the pinnacle of Maslow's renowned 5 level pyramid and second from top of his 1970b updated 7 level pyramid. How do you think such an organisation would feel? What results would they be achieving? Would they have a clear and well communicated purpose, valued by all stakeholders?

We describe such organisations as having a blue ocean culture, one that is in stark contrast to the red ocean cultures which are bloodied by infighting, low trust, low retention, and low engagement which damages performance.



Our Maslow Culture Connection

Maslow's extended his model from 5 level to 7 levels because of his conversations with Nobel-nominated, Robert Hartman, the founder of Formal Axiology (the scientific study of Value and Valuing), which has evolved into Axiometrics®.

FACT SHEET

CatapultCulture

Delivering your Vision Through Aligning your People

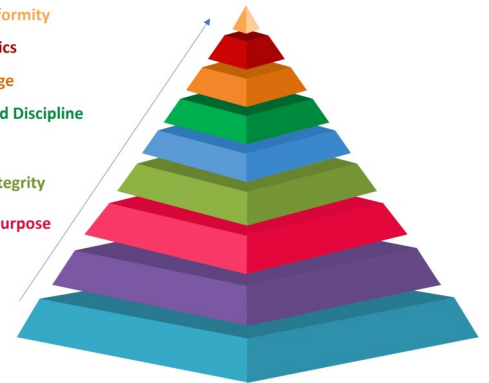


Defining your good Blue Ocean Culture

Maslow provided the model to describe the "WHAT" of ascending personal needs but Hartman's 9 Pathways provided the "HOW" to achieve Self-Actualisation in individuals and to define and create an organisations' ideal of a blue ocean culture.

CatapultCulture is based on Hartman's 9 Pathways

- 9 Consistency and Conformity
- 8 Preparation and Tactics
- 7 Innovation and Change
- 6 Success Strategies and Discipline
- 5 Getting Results
- 4 Responsibility and Integrity
- 3 Vision, Mission and Purpose
- 2 Team Synergy
- 1 Trust



Measuring and Developing Culture




Using the 9 Pathways, once the Culture Blueprint has been defined, individual's using an online thinking exercise are measured against the blueprint. With the measurement complete, we analyse the data to compare top and bottom performers. The result is an objective indicator of the likelihood for success and failure within a unique company and culture.

This process will *grow profits* through *lower turnover costs*, *lower cost per hire*, and *lower cost of training*, because training will now be targeted. Identifying, retaining, and developing the best (and most aligned) talent for your organisation is now a much more rigorous, yet simple, process.

Why Catapult Solutions Ltd?

A specialist with expertise and experience in helping organisations create the Right Culture by ensuring they have the Right Values, Right People and Right Risk.

Contact Us

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