

THE DENISON CULTURE MODEL

ADAPTABILITY

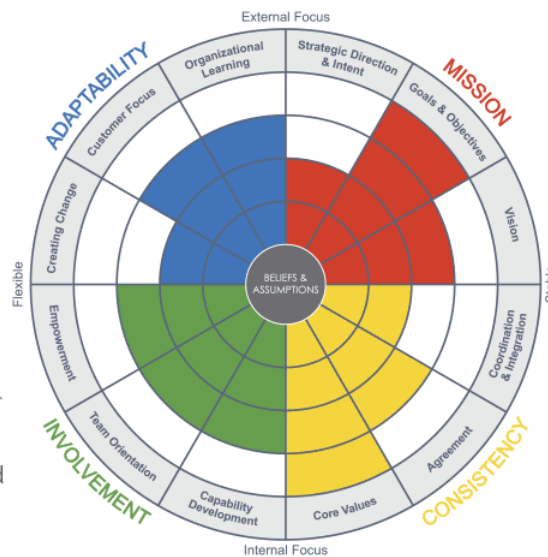
"Are we listening to the marketplace?"

High performing organizations have the ability to perceive and respond to the environment, customers, and restructure and re-institutionalize behaviors and processes that allow them to adapt.

INVOLVEMENT

"Are our people aligned and engaged?"

Highly involved organizations create a sense of ownership and responsibility. Out of this sense of ownership grows a greater commitment to the organization and an increased capacity for autonomy.



MISSION

"Do we know where we are going?"

High performing organizations have a mission that tells employees why they are doing the work they do, and how the work they do each day contributes to the why.

CONSISTENCY

"Does our system create leverage?"

Consistency provides a central source of integration, coordination and control, and helps organizations develop a set of systems that create an internal system of governance based on consensual support.