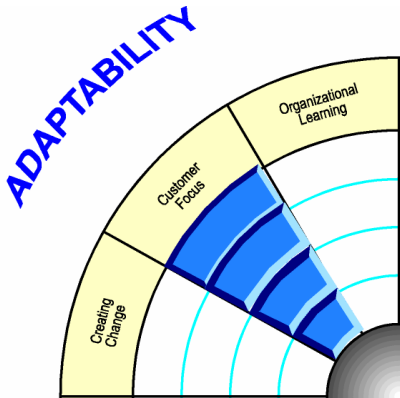


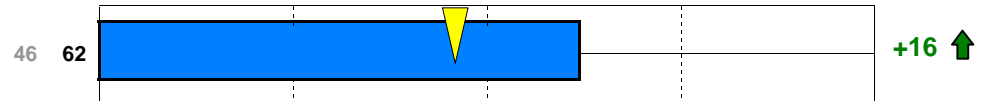
Organizational Culture Change Monitor Sample Report

Quartile Percentile 0 1st 25th 2nd 50th 3rd 75th 4th 100th



In this organization...

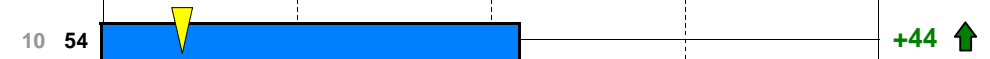
Customer Focus



Customer comments and recommendations often lead to changes. 16 62



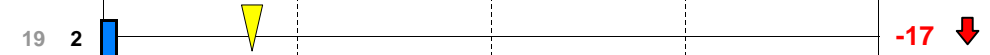
Customer input directly influences our decisions. 10 54



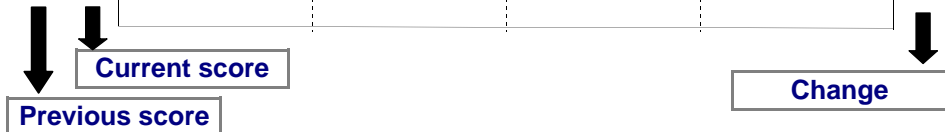
All members have a deep understanding of customer wants and needs. 82 89



The interests of the customer often get ignored in our decisions. * 19 2



We encourage direct contact with customers by our people. 82 86



CompanyName

* The scores have been reversed for this negatively worded item. In all cases, a higher score indicates a more positive condition.

Base year 2003
N= 37

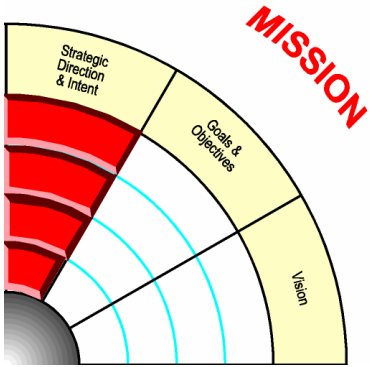
Monitor
N= 34

15-Mar-04
Denison

Organizational Culture Change Monitor Sample Report

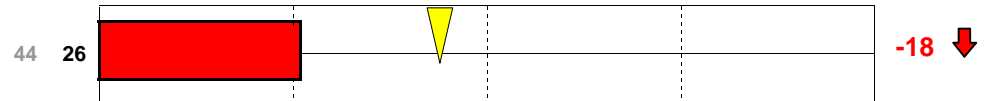
Quartile
Percentile

0	1st	25th	2nd	50th	3rd	75th	4th	100th
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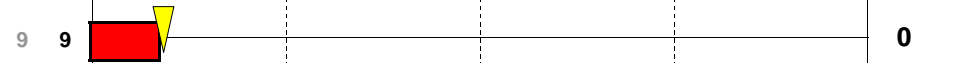


In this organization...

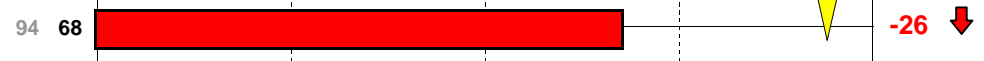
Strategic Direction & Intent



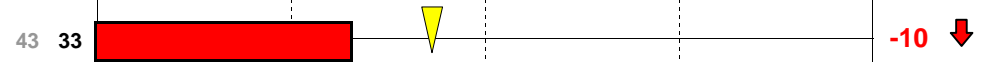
There is a long-term purpose and direction.



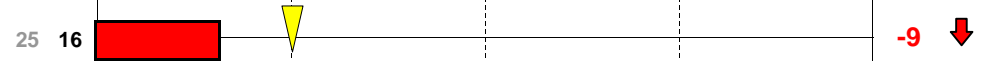
Our strategy leads other organizations to change the way they compete in the industry.



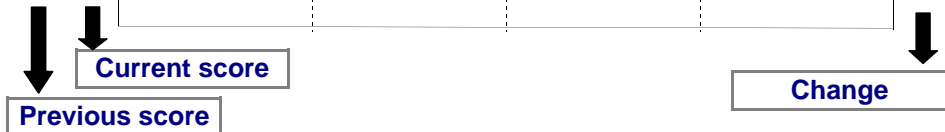
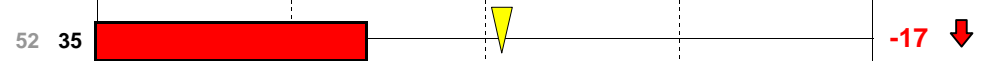
There is a clear mission that gives meaning and direction to our work.



There is a clear strategy for the future.



Our strategic direction is unclear to me. *



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Base year 2003

N= 37



Monitor

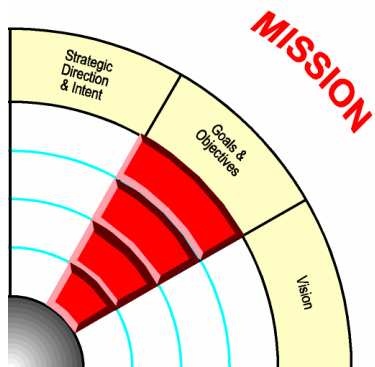
N= 34

15-Mar-04



Organizational Culture Change Monitor Sample Report

Quartile Percentile 0 1st 25th 2nd 50th 3rd 75th 4th 100th



In this organization...

Goals & Objectives



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Base year 2003
N= 37

Monitor
N= 34

15-Mar-04
Denison