



## Key benefits of Culture Pulse™

- Results can be accessed instantly.
- Visual presentation is good for immediate intake of top line results.
- Culture Pulse™ does not charge by volume or by question but instead has a comprehensive package of support which allows cost effective high volume utilisation.
- Each survey is 100% customised.
- Surveys can be linked to key performance indicators, strategic priorities, awards indicators, values or any other measure.
- The scoring system allows a wide variety of applications including benchmarking against your own targets and measurement of improvement once action has been taken.
- Target performance levels can be set, and actual performance can be illustrated against targets.
- Unlimited surveying of staff, customers and stakeholders.
- Results can be used for reporting back to staff, customers and stakeholders. This presents a useful PR mechanism.

## Culture Pulse™ Applications

Culture Pulse™ can have a wide range of applications including:

- Senior managers assessing performance against targets and how effectively organisational values are being practiced.
- Human Resources or Organisational Development Departments surveying attitudes and perceptions amongst staff.
- Marketing Departments measuring brand success.
- Corporate Affairs assessing internal communications.
- Consultants (internal or external) supporting clients with change management programmes.



## Blue Horizons - The Culture Change Company Team

Culture Pulse™ is a Blue Horizons (Scotland) Ltd product. Our team members are highly skilled business professionals, all of whom have been CEOs, MDs and senior managers in the private and public sectors. Our experience covers work with global companies, government organisations, economic development agencies, SME's, Higher Education and Further Education institutions and inspiring individuals.

Our team focuses on practical approaches in the areas of leadership, strategy, culture and change management; women's enterprise policy, strategy and research; social enterprise business planning and economic development research and project reviews.

Managing Director Jackie Waring and her associates share a common vision and core values that start with the trust and integrity fundamental to good leadership and all strong organisations.



Culture Pulse™ is a Blue Horizons (Scotland) Ltd product. Our team can be contacted at:

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# YOUR PEOPLE ARE YOUR STRENGTH

[www.theculturechangecompany.co.uk](http://www.theculturechangecompany.co.uk)

'It's the people and **CULTURE** in a business that make the difference.' Jackie Waring, Managing Director

# YOUR PEOPLE ARE YOUR STRENGTH

'My experience shows that businesses set about improving culture because they know a positive culture brings better results. But often, after much time and cost, the results are unclear. That's why I developed **Culture Pulse™** - to benchmark, measure and **improve** businesses and organisations.'

Jackie Waring, Managing Director

**Good Leadership, a clear Strategy and a positive Culture** are all key to the success of strong businesses and organisations. Our team has a unique insight to improving organisational performance. Led by our clients' needs, our specialists can undertake a combination of the following activities:

- Leadership Profiling and Development
- Developing Vision and Strategy
- Structured workshops
- Facilitated discussions
- Team Building
- Change Management
- The use of Culture Pulse™

## Feel the Pulse - the Culture Pulse™

Culture Pulse™ is a powerful web-based measurement tool that helps businesses and organisations to improve their performance. It is designed to support change management initiatives and climate surveys for staff, customers and other stakeholders. It can also be used to measure an organisation's performance against values or critical success factors.

Unlike other survey tools, Culture Pulse™ goes beyond just data capture to give benchmarking, scoring, target setting and measurement of performance against targets. The system also allows a breakdown of results in any category identified by the client. This can be used to identify issues amongst certain customer groups, or between departments. The information obtained can also provide organisations with an early warning system for key areas of concern.

The Culture Pulse™ consultants will work closely with you throughout a process which is 100% customised to your organisation.

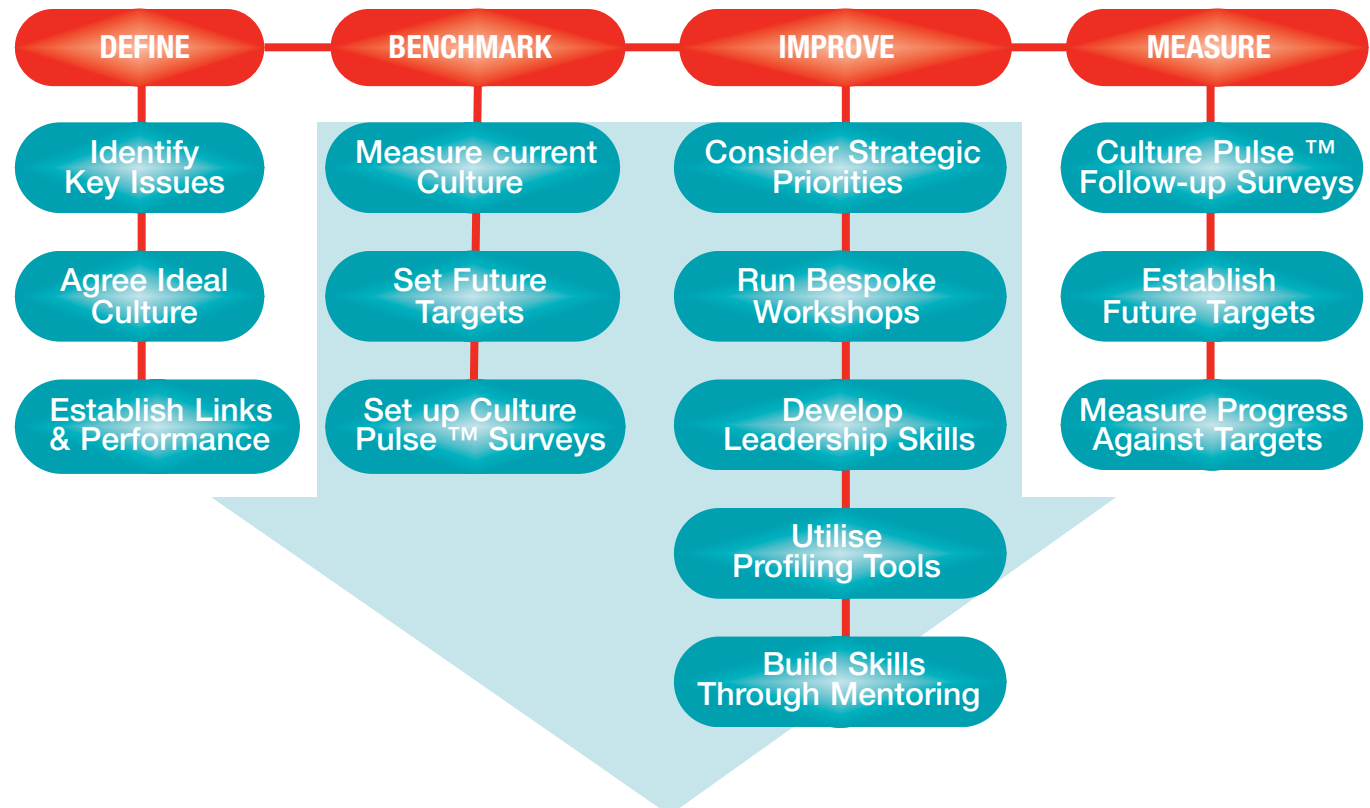
[www.theculturechangecompany.co.uk](http://www.theculturechangecompany.co.uk)

## How Culture Pulse™ Works

Culture Pulse™ operates via a web based system. Our team will work with the client to develop a bespoke questionnaire. This is emailed to your key audience (eg staff/customers/stakeholders) with a link to the web survey. Responses are automatically collated and the results are shown graphically. This allows for instant analysis, measurement and visual display of performance against pre-determined targets.

We will provide professional consultancy support to identify relevant measures pre-survey, and to identify appropriate action based on an analysis of the results. In summary, the key stages are Define, Benchmark, Improve and Measure.

**The Culture Pulse™ process enables you to define your ideal culture, benchmark where you are against it, find out what needs improvement and then measure your progress on an ongoing basis:**



**Result: Better Business**