



culture**SCAN**

your logo **HERE**

Overview report

dd MMM yyyy
Company: ABC Industries Inc.

Prepared by Cognitive Edge Pte Ltd.





cultureSCAN

cultureSCAN is a narrative or “story” mapping tool that uses Cognitive Edge’s proprietary signification process for engaging respondents in mapping their own culture. Respondents are asked to share their experiences or observations and then signify the meaning of each experience in a way that illuminates or maps key select attributes of a corporate culture. This overview pattern report provides cultureSCAN sponsors with a quick snapshot of the narrative patterns that are reflective of their specific corporate culture.

The core concepts defining cultureSCAN are:

1. **Decisions** – Rational; Self-reflective; Intuitive
2. **Attitude** – Control; Vulnerability; Indifference
3. **Time** – Present; Past; Future
4. **Motivation** – Decisiveness; Empathy; Necessity
5. **Approach** – Values; Drive; Process
6. **Focus** – Recognition; Engagement; Timely delivery

Narratives reflect culture...

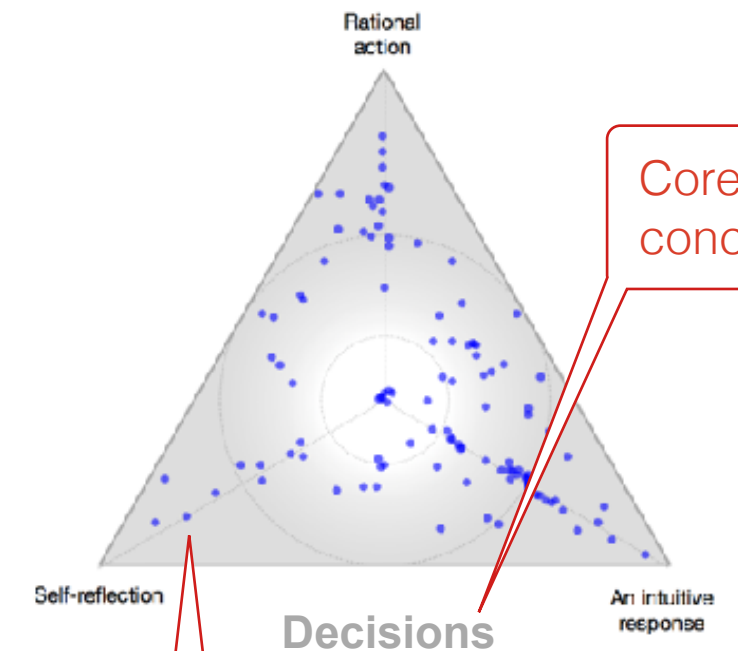
Included with every cultureSCAN service is ONE overview report of data gathered. Each report provides an overview of the patterns in the data that are reflective of a specific corporate culture or sub-culture. It's important to note that the overview report is a starting point for exploring your culture as the insights that can be generated from a cultureSCAN data set with data volumes in excess of around 150 to 200 entries (narratives) are significant.

Recommended approach for using this Overview report:

1. Share the report with a diverse group of people either individually or in small "like-minded" groups (3-5) in a workshop. Ask them to explore the patterns in each question and to note their observations and hypotheses as to what's underlying each patterns.
2. After patterns are explored and observations / hypotheses recorded, provide participants with a way to query the patterns further and access the stories beneath the patterns. Use Cognitive Edge's iPad Explorer app for triad patterns or 3rd party tools (Excel, Numbers, or Tableau) for CSV file exploration. As reviewers explore the patterns more deeply with further queries and understanding the context of the patterns by reading a sample of the underlying stories ask them to expand and/or correct their observations / hypotheses.
3. The outputs from the individual or group reviews provide an enhanced scan of your organizations culture.

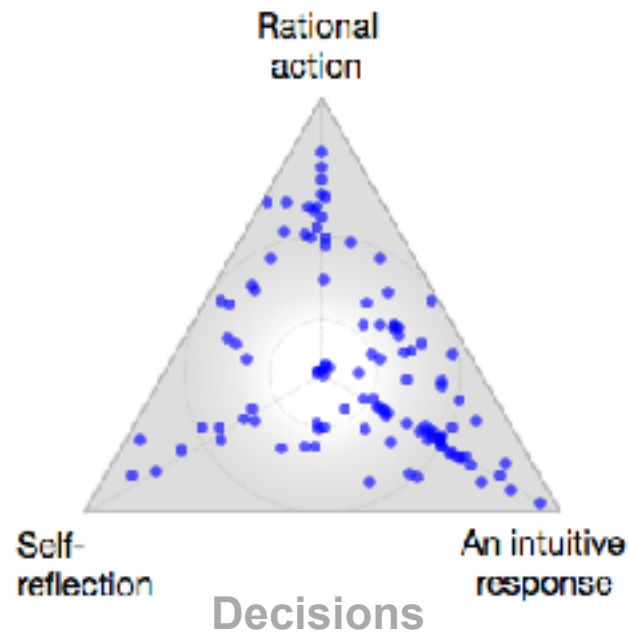
More detailed analysis reports and workshop materials are available from Cognitive Edge to supplement this overview report

Decisions were made with...

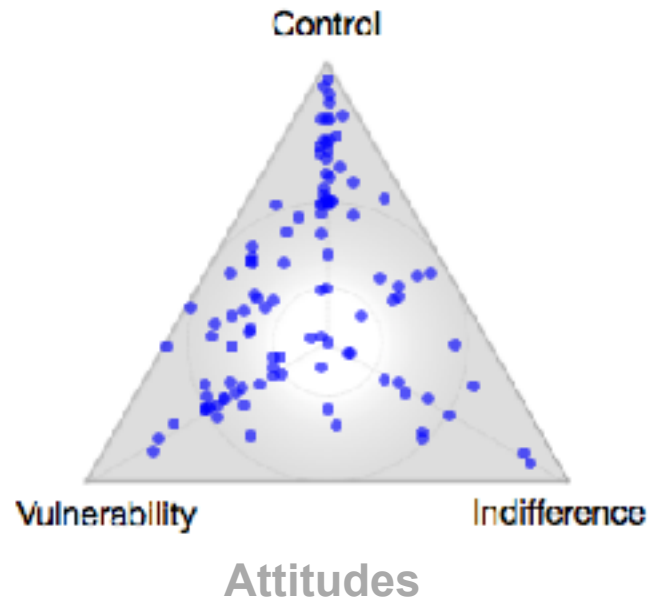


Each dot represents an observation shared by a respondent. The over all pattern reflects the current predispositions of the workplace culture. The patterns, stories, and contrasts yield underlying assumptions reflective of the corporate culture or more simply put - "... the way things are around here..."

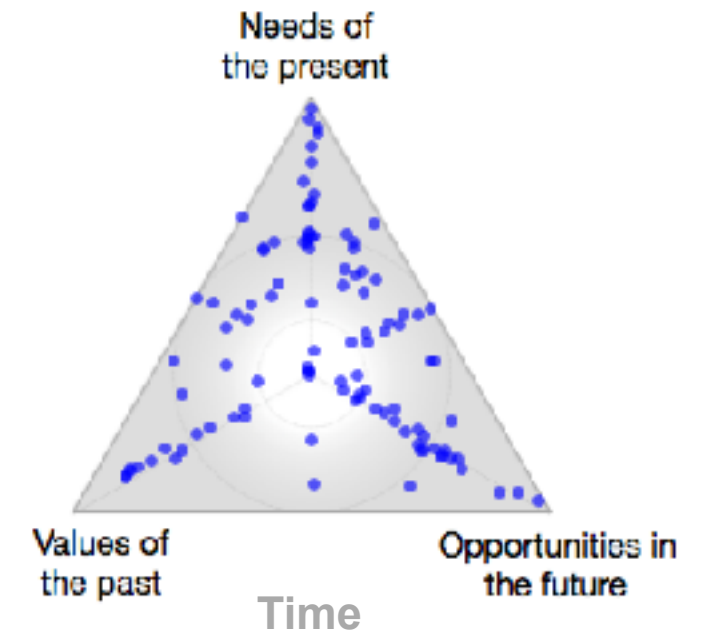
Decisions were made with...



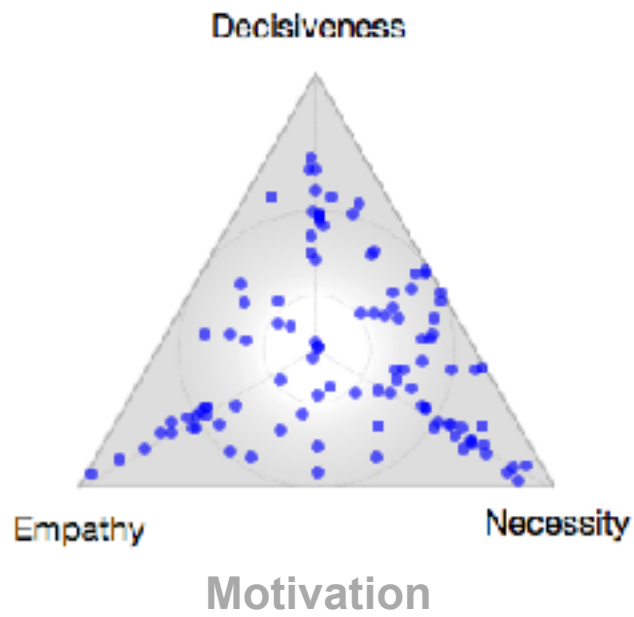
Attitudes were about...



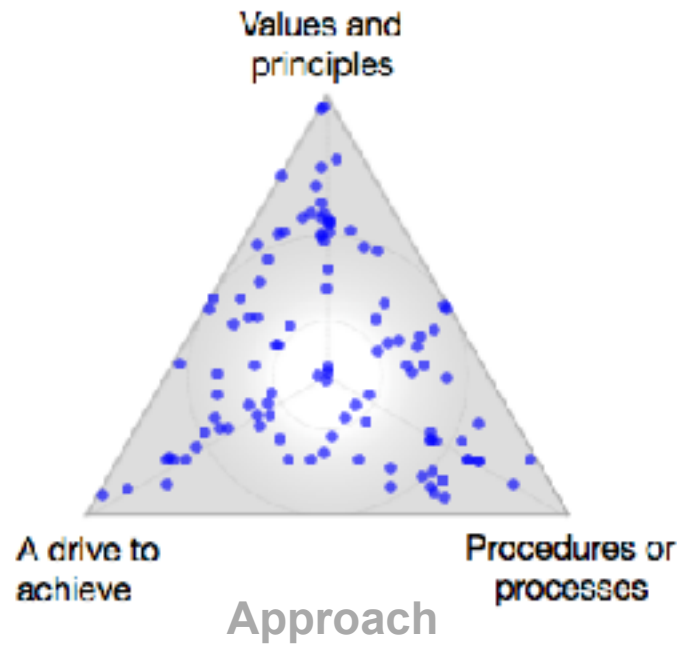
Experience relates to...



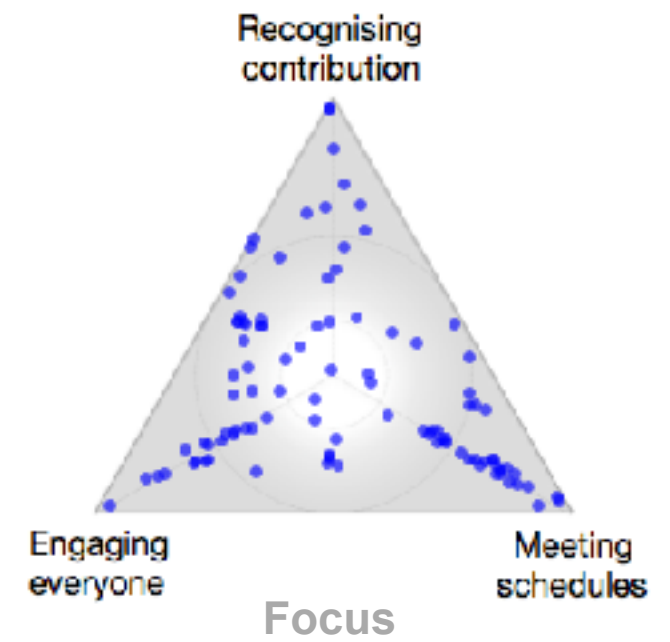
Motivation came from...



Actions shaped by...



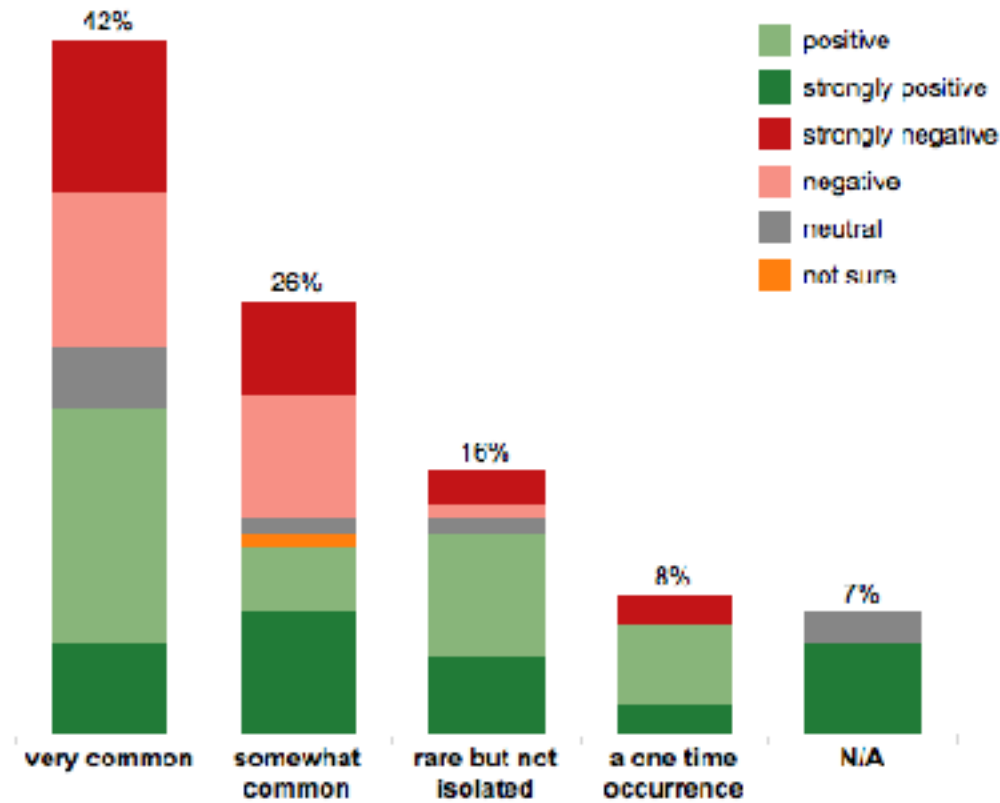
Focus was on...



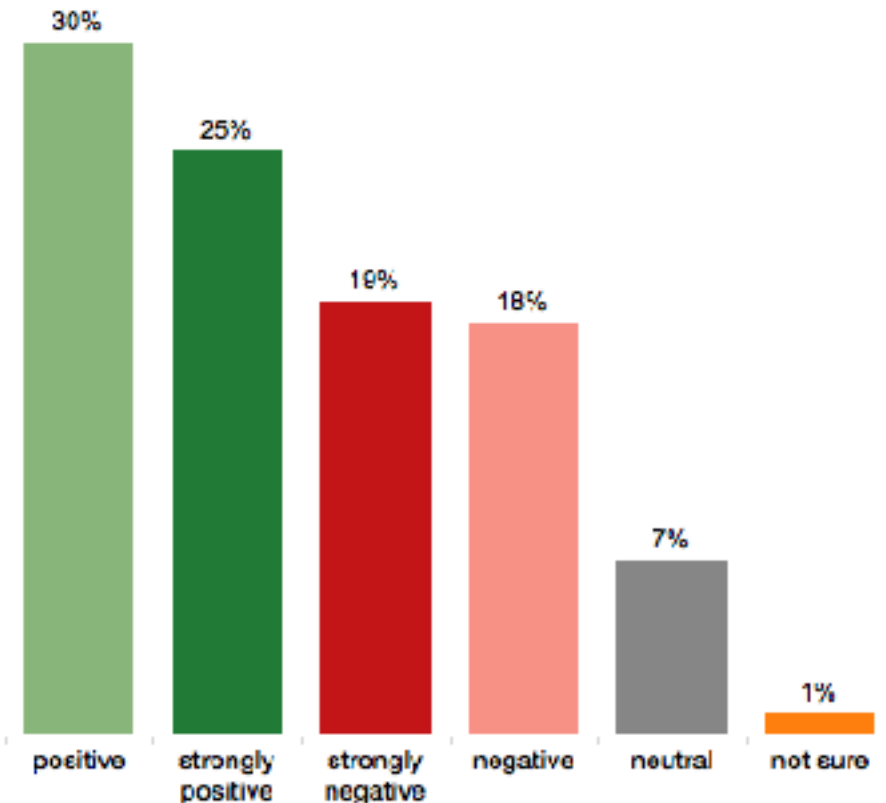
Total count:

179

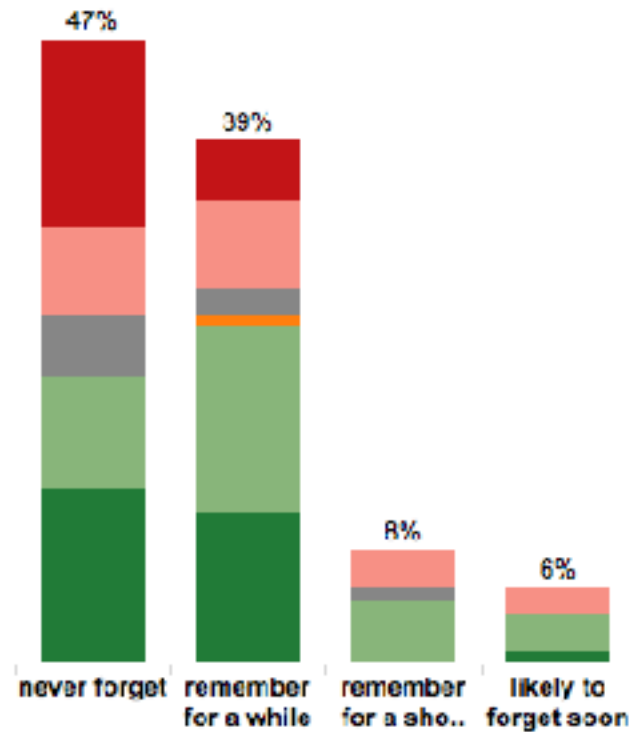
Would you say this experience is...



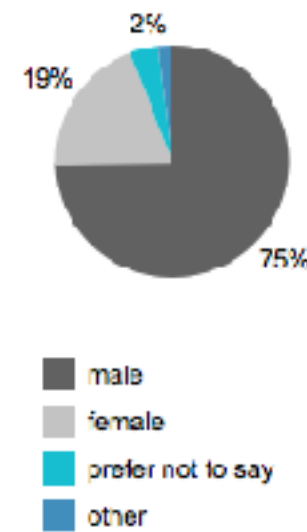
Overall you would say this experience is...



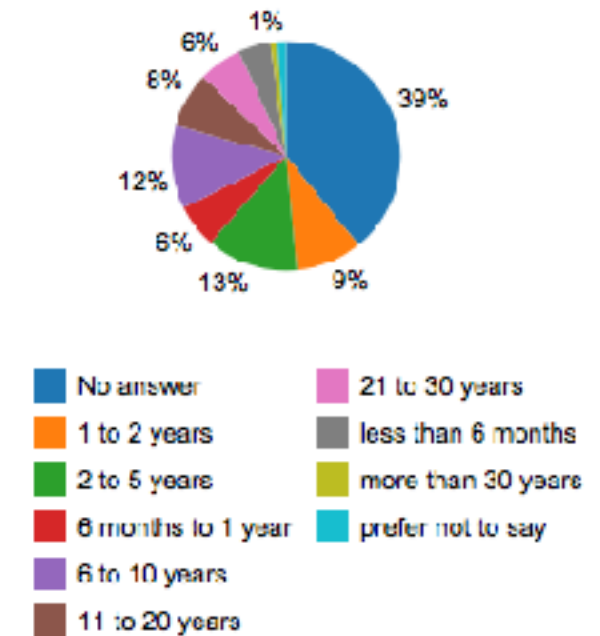
This is something you will...



Gender (demographic)



Worked for company (demographic)



iPad Explorer

To explore the observations and experiences behind your cultureSCAN triad data, download the free iPad1 SenseMaker® Explorer app.

Your cultureSCAN 'activity code' will give you access to your cultureSCAN data.

After downloading your data using the provided activity code, you can explore the observations behind the patterns in the triads.

Further details and information for iPad Explorer app use will be provided upon purchase of a cultureSCAN service.

1 - note that for cultureSCAN users without access to iPads customers can access with any 3rd party tools using the exported CSV file. Commonly used tools include Excel, Numbers, R, and Tableau.

