



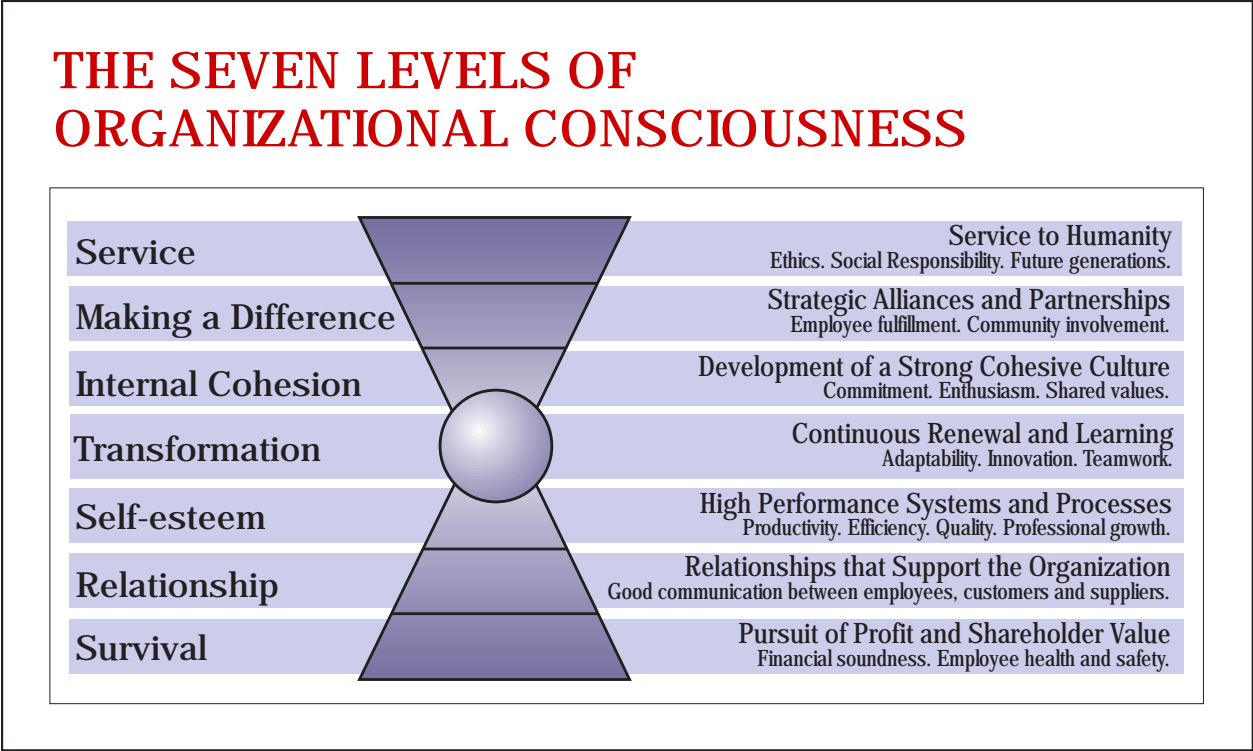
Corporate Transformation Tools

**Supporting Leaders
In Building Values-Driven Organizations**

Corporate Transformation Tools:

In an age of increasing local and global competition, the ability of an organization to build a corporate culture that attracts and retains talented people is rapidly emerging as the most important criterion for financial success.

The Seven Levels of Consciousness model provides an ideal way for mapping and understanding the values of your organization's culture.



The Corporate Transformation Tools assessment instruments are based on the Seven Levels of Consciousness model. This model is an adaptation and extension of Maslow's model of the hierarchy of human needs.

A full account of the development of the Seven Levels of Consciousness model can be found in Richard Barrett's popular book, "Liberating the Corporate Soul: Building a Visionary Organization" - available in multiple languages.

Quick and Easy to Use

Customized

Fast Turnaround

The effective way to design and monitor cultural transformation

Q. Why are organizations using the Corporate Transformation Tools?

A. Corporations, government agencies and not-for-profit organizations are using the tools to:

- Support leaders in building values-driven organizations
- Design, implement and monitor cultural transformation programs
- Determine the organization's current and desired cultural values
- Attract and retain the best employees
- Identify cultural strengths and gaps
- Design leadership development programs
- Increase creativity and commitment

Q. What are the Corporate Transformation Tools?

A. They are survey instruments used for:

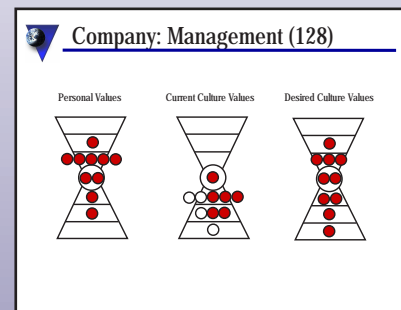
- Corporate Culture Assessments
- Team Values Assessments
- Merger and Acquisition Culture Assessments
- Leadership Values Assessments
- Executive Search and Employee Entry Assessments
- Individual Values Assessments
- Customer Assessments of the Organization's Values

Q. How can my organization use the Tools?

A. Contact a certified Corp Tools consultant to:

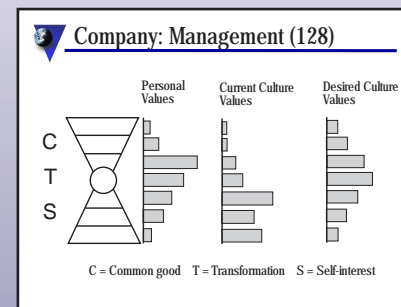
- Identify the most appropriate tools
- Customize values templates
- Determine demographic groups
- Specify key survey questions
- Initiate survey process
- Facilitate interpretations of results
- Design a cultural transformation program

Values Plots



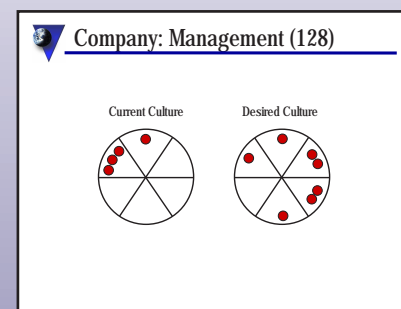
Identify the top personal, current culture and desired culture values.

Values Distribution



Plots the frequency distribution of personal, current culture and desired culture values.

Balanced Needs Scorecard



Identifies the business focus of your organization's current culture and desired culture.

Web-based

Affordable

Available in Multiple Languages

ORGANIZATIONS USING THE CORPORATE TRANSFORMATION TOOLS

ARGENTINA	Contreas Hnos. SA - Buenos Aires (Construction) Legion of Goodwill - Buenos Aires (Not-for-profit)
AUSTRALIA	McKinsey & Company - Sydney (Management Consultants) Western Mining Corporation - Melbourne (Mineral Extraction)
BELGIUM	EXXON - Brussels (Chemical) SPACEBEL - Brussels (Space Research)
BRAZIL	Amana-Key - Brazil (Executive Training)
CANADA	Nortel Networks - Toronto (Telecommunications)
DENMARK	TNS TNM - Ballerup (Information Technology)
FRANCE	Banque Populaire - Paris (Banking)
GERMANY	Munich Re - Munich (Reinsurance) Siemens - Munich (Engineering and Electronics)
HUNGARY	Kraft/Jacobs/Suchard - Budapest (Food Manufacturing)
NORWAY	Kulturkontoret - Tromsø (Urban Change) National Petroleum Department - Oslo (Energy)
SOUTH AFRICA	Kumba Resources - Johannesburg (Mining)
SWEDEN	Ericsson Business Networks - Stockholm (Communications) SEB Bank - Stockholm (Banking) IKEA - Stockholm (Home Furnishings)
SWITZERLAND	Swiss Agency for Development and Cooperation - Berne (Government Agency)
THE NETHERLANDS	Air Traffic Control - Amsterdam (Government Agency) ING Bank - Amsterdam (Banking) PricewaterhouseCoopers - The Hague and Utrecht (Accountants and Consultants)
UK	Mars Confectionary - London (Snack Foods) L'Oreal - Glamorgan, Wales (Cosmetics) SustainAbility - London (Consultants)
USA	Blue Shield California - San Francisco, California (Insurance) Corning - Corning, New York (Manufacturing) Ford Motor Company - Detroit, Michigan (Automobiles) Internal Revenue Service - Washington, DC (Government Agency) Microsoft - Redmond, Washington (Software) World Bank - Washington, DC (Development Banking)

A complete client list is available upon request

**For more information about the Corporate Transformation Tools or training opportunities,
please visit our website:**

www.corptools.com

Or contact us at:



Richard Barrett and Associates LLC

1104 Oxner Cove Road, Waynesville, NC 28786 USA

Telephone: 1 (828) 452-5050 Fax: 1 (828) 452-6999

Please contact Bonnie Roxby at bonnie@corptools.com

CorpTools (UK) Ltd

14 Cliff Avenue, Summerseat, Bury, Lancashire BL9 5NT, UK

Telephone: +44 (0) 1706 824692 Fax: +44 (0) 870 139 2199

Please contact Phil Clothier at phil@corptools.com

CTT Certified Consultant: