



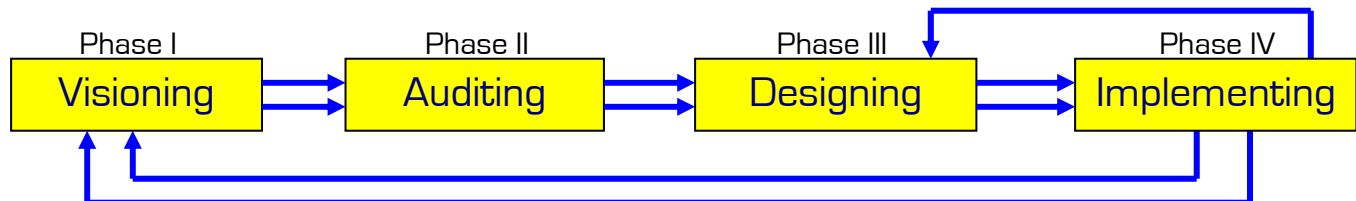
The 21st Century Advantage™ Culture Change Process

The 21st Century Advantage™ (21CA™) Culture Change Process is a four phase consultation service designed to guide the client organization through a culture change initiative, be it the functional culture (how you do things), the social culture (how well people work together), or both. Those that can benefit most from a culture change process are new or mature organizations that have bogged down projects, stalled initiatives, recurring problems, people issues, missed financial goals, missed commitments, etc. – in fact any recurring problems.

Research has also shown that culture change initiated at the onset of a business merger, reorganization, acquisition, integration, and the like, can save countless of millions of dollars.

In our 21CA™ Culture Change process, each phase has a distinctive set of events designed to make the planning and execution deliver a durable change. Our process was developed to not just lead and manage change, but to lay out a way to succeed.

The Typical 21st Century Advantage™ Culture Change Process



The 21CA™ approach, strategy, and events are based on the following logic:

- ✓ To change culture, you need to first understand it.
- ✓ To understand culture, you must first uncover and understand the widely shared and closely held Values, Assumptions, and Motivations that drive behaviors.
- ✓ To understand Values, Assumptions, and Motivations, you must first conduct a careful analysis.
- ✓ You must have a clear and reliable idea of ① what to change, ② how to change it, ③ what to change it to and make it durable, ④ how to measure the impact of the change, and ⑤ how to engage everyone in the change process.

Banks International is uniquely qualified to guide organizations through their culture change efforts due to our recognized expertise in directing and executing culture change projects. We know how to get you where you're going efficiently, diligently, and successfully.