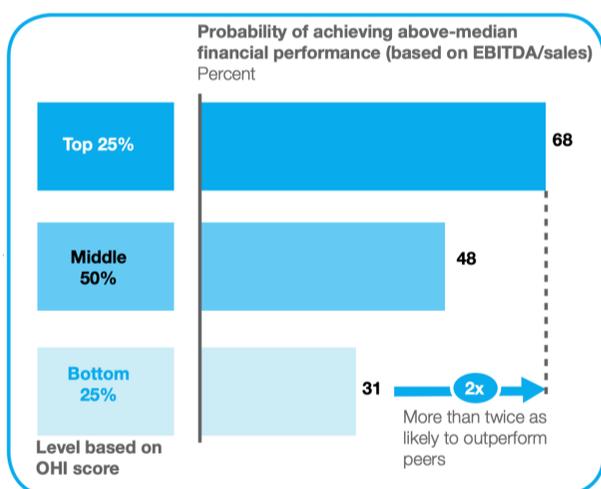


Organizational Culture Assessment Instrument OCAI

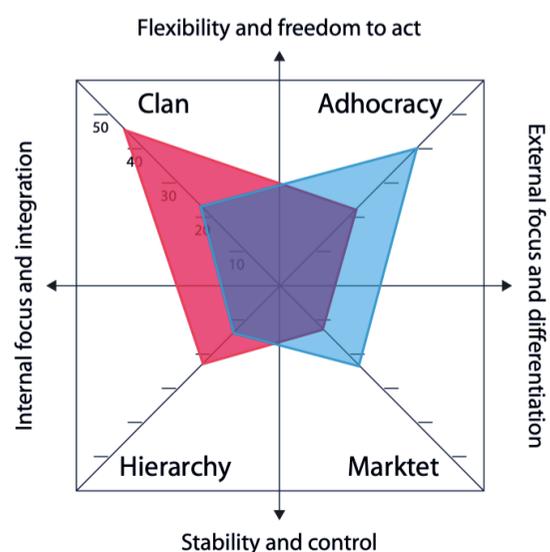
Why do organisations invest in organisational culture?



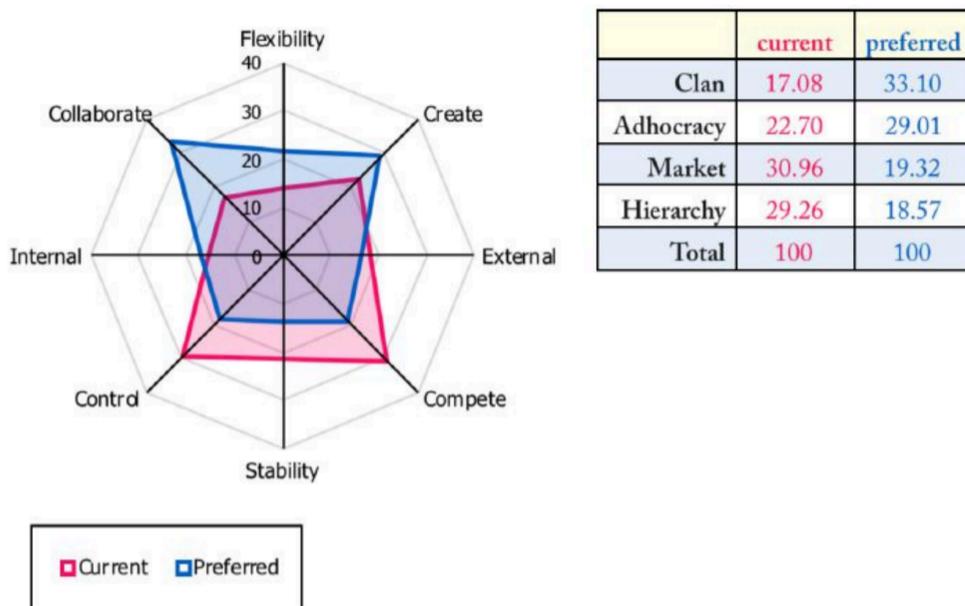
- **Culture correlates with performance.** top quartile cultures post a return to shareholders 60 percent higher than median companies and 200 percent higher than those in the bottom quartile.
- **Toxic culture decreases productivity** with 40% while an effective culture increases productivity with 20%, and a positive culture even with 30-40%.
- **Culture is the reason** why 70 percent of all mergers acquisitions and organisational change projects fail.
- **Culture is inherently difficult to copy.** The quickening pace of innovation means that products and business models face the constant threat of being replicated.

What is OCAI?

The Organizational Culture Assessment Instrument is a validated tool for assessing organisational culture. OCAI helps people and organisations notice their current culture and see what they would change. It is based on the **Competing Values Framework**: one of the most used and useful frameworks in business



Competing Values Framework



The Competing Values Framework (CVF) based upon the two sets of dimensions that were found to make a difference

internal-external
stability-flexibility

Note the “competing” nature of the values: you can choose only one dimension

Why Use the OCAI?

- Validated & quantified- Start with a validated, quantified profile of current and preferred culture types.
- Quick & Focused- OCAI looks at 6 key aspects of culture: as short as possible but validated.
- Share & Engage- No charge per person: invite everyone! Organizational change needs both leaders and associates to succeed.
- Develop Dialogue- Apply our approach to work with the assessment results and engage people.
- Change what Matters- Focus on behaviors that make the difference and change what matters.
- Make Change Last- Change Circles help people to support each other and persevere.

What Does Your OCAI culture profile shows?

- The dominant current culture
- The discrepancy between the present (fuchsia area) and preferred culture (blue)
- The strength of the current culture
- The strength of the preferred culture
- The proposed change: in what direction?
- People’s current “pain” and the “gain” of change in the desired direction

About Gravitas:

Gravitas helps leaders in transition to find their voice and unlock their potential with coaching to build leadership behaviours across levels. The coaching and development approach builds accountability, direction, and feedback in the process to develop new ways of behaving so they can succeed in their current role and build capabilities for the long term. Gravitas prepares leaders at all levels for new challenges, drives measurable results in workforce KPIs, accelerate leadership development, and helps enterprise improve employee experience (EX) and wellbeing at work.



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