

Zest Test Your Corporate Culture

Harness your Corporate Culture to win competitive advantage

Culture is a set of shared values about how to think and behave in a given situation, and a set of shared beliefs about what works and what doesn't work in a particular environment.

Over time, these beliefs influence organisational practices and assumptions which direct actions.

Have you had experience of a business where things move slowly? Have you also seen businesses where things happen a t speed and innovatively? The first organisation might have a culture of risk-averseness, of taking your time in case you do something wrong and get punished. The second might have a culture that rewards innovation and where there are no failures, only results.

Understanding your corporate culture gives you a powerful tool for implementing improvements and change. Cultural understanding means that you can communicate in the right way to avoid undue resistance to change, you can avoid destroying the source of your success by accidentally removing part of a successful culture, you can use the culture to drive performance and profits.

Zest Tests are OTS Management's series of proprietary business diagnostics, or audits, of business processes, specially designed for the Small and Medium Enterprise (SME's).

The Zest Test of your Corporate Culture helps you to evaluate and understand your corporate culture, understand the values and beliefs it is based on, and then allows you to drive change so that the corporate culture most suitable for your success is harnessed.

The Zest Test of your Corporate Culture is performed in six action steps.

Step 1: Planning

The first step is done through a series of interviews to map the ground. From this we will uncover basic beliefs, values, norms and practices.

From this we will plan the rest of the Zest Test with you.

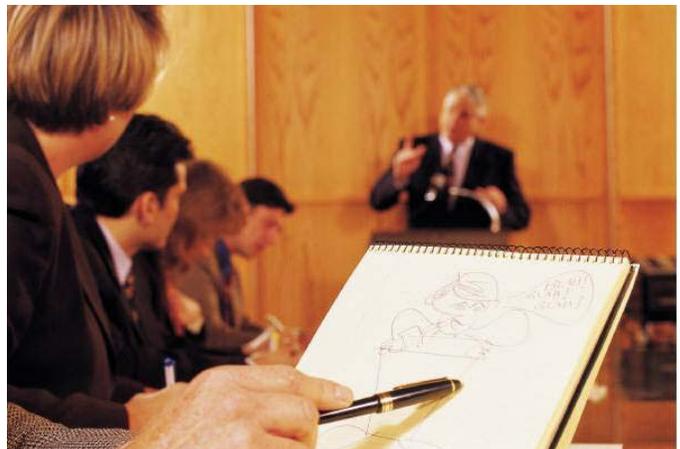
Step 2: Initial Cultural Description

Once initial data is gathered and we have an agreed plan, we provide an initial description of the culture and the major challenges facing the organisation.

We workshop the results with your key people and identify preliminary changes required.

Step 3: Refinement of the Cultural Description

Using a series of workshops and focus-group interviews, we clarify issues raised in the first round of interviews. We test assumptions and measure the validity and source of values and beliefs.



Your Corporate Culture - helping or hindering?



Step 4: Conducting a Culture-Sensitive Survey

This survey is a powerful way to validate earlier findings. The data collected is quantitative - and hence pinpoints the areas needing change.

Step 5: Formulating conclusions and Recommendations

From all the detailed data, brainstorming workshops are conducted to analyse the results and propose potential solutions.

Additional focus group interviews are held to explore these potential solutions. In addition, this stage will allow “in-house” solutions by small groups to emerge. These can be tested and shared with the whole organisation.

Step 5: Sharing the findings and Taking Action

A report of the Zest Test is provided along with recommendations.

As far as possible the existing corporate culture is quantified, as are the potential solutions and culture changes.

An Action Plan is work-shopped with your key team members so that ongoing and continuous action can be taken after the Zest Test is completed.



The Zest Tests have been designed as off-the-shelf products aimed at SME’s by Teik Oh, Director and Principal Consultant of OTS Management.

Teik is a Chartered Accountant qualified (1979) in the United Kingdom and Australia. Teik provides expertise in the areas of Business and Strategic Plans, Business and Organisational Reviews and other Organisational Development needs.

In the late 80’s whilst with Arthur Andersen, Teik was seconded to their world headquarters in Chicago where he headed up a team that wrote and delivered business consulting programs for Arthur Andersen consultants worldwide. During this period he worked in the US, Japan and Singapore delivering the programs and managing client assignments.

Since starting OTS Management, Teik has compiled his experience and previous Intellectual Property into a series of Zest Tests aimed specifically at SME’s - businesses and organisations that need the business advice that larger businesses get, but need it at a cost-effective value. The Zest Tests follow a common methodology and therefore are efficient and effective.

About OTS Management

OTS Management is a quality and value driven boutique consulting and accounting company that provides organisational development services to commercial, growth-oriented Small and Medium Enterprises who require business services, advice and coaching.

We give our clients comfort in their decision-making by providing them with our experience and independent advice that saves them time and helps them grow. Unlike other accounting services companies, our clients have significant contact with our senior people.

We meet our own high expectations in order to exceed the expectations of clients.

Our services include:

- *Change Management consulting*
- *The Zest Factor - find the zest in your organisation*
- *Strategic & Business Planning*
- *SMART Marketing workshops*
- *Team Development workshops*
- *Performance Management Systems*
- *Zest Tests - Business Diagnostics on your organisation*