

“ At the heart of every successful group, team, department, or organization, there exists a positive role model, a **Role Target**, that represents its *best self* on its *best day* at work.

BCAT™ The Brand and Culture Alignment Toolkit™ (BCAT) consists of instruments that identify and express your organization's signature *Brand* and *Culture* - your *Role Target* - and methods that apply this information to *double employee engagement** as measured by Gallup's Q12 Survey, thereby driving significant improvements in several Key Performance Indicators:



- ↓ 37% less absenteeism
- ↓ 28% less shrinkage
- ↓ 41% fewer quality incidents
- ↑ 10% higher customer ratings
- ↑ 21% higher employee productivity
- ↑ 22% increased profitability
- Lower turnover
- ↓ 25% in high-turnover organizations
- ↓ 65% in low-turnover organizations
- Fewer safety incidents
- ↓ 48% overall
- ↓ 41% in health care patient safety



When we align the way we do our work (our *Brand*) with our passion for the work we do (our *Culture*), we become more than just good at our jobs. We become *excellent*.

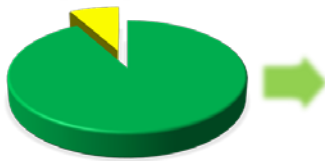
Will this program engage my people in our work?

Will it earn their commitment to our shared goals?

Will it improve my organization's performance?

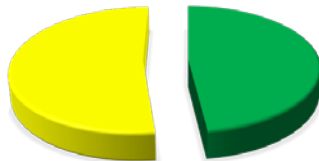
96% Satisfaction **6X Improvement** **2X Improvement**

...reported that they derived **real value** from their participation.



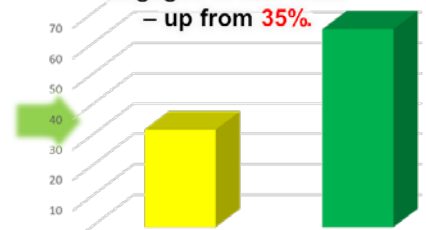
These simple exercises make me feel like I'm a key part of something really important.

...indicated **sustained positive change** from their **Action Plans**



Compared with **average 6% to 8%** success rates reported by typical organizational Performance Improvement Plans

...measured as **engaged or highly engaged** in their work



Measured by Gallup Q12 employee engagement survey

15% Discount for Chamber Members
Plus special offers on related BCAT services



For Information...

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* Engagement increased from 32% to 66% - based on Q12 pre- and post-test results (90-180 days) from 620 participants in 60+ groups, departments and teams within 13 different commercial and non-profit organizations, including media, manufacturing and service delivery. Studied between 2013 and 2015.