



Your Strategy Doesn't Work... Unless Your Organization Does

Does this sound familiar?

- *"Everyone agrees, but nothing changes."*
- *"Opportunities are lost while we wait for a decision."*
- *"New initiatives don't stick; they're just the program-of-the-month."*
- *"It's not clear who is suppose to do what – or why."*

Start to clear these hurdles to effective execution...in a day.

Focus your management team on the real issue: How is your organization impeding your performance?

Reframing the Issue: It's the Organization

In our experience, most companies are trying to solve the wrong problem. They focus on the quality of their strategy rather than on their organization's ability to execute it.

In a recent survey, Booz & Company found that 65% of managers question their company's ability to act quickly on important strategic and operational decisions. Barriers to more effective execution include poor access to information, unclear decision-making rights, weak or misaligned incentives, and entrenched passive-aggressive behavior

Wouldn't it be great if everyone in your organization were single-mindedly pursuing the right strategic vision? That goal is now within reach.

Organizational DNA: The Secret to Effective Execution

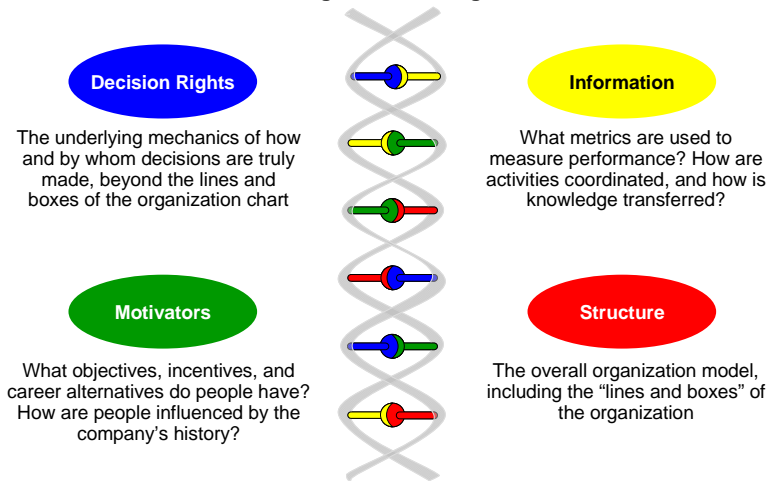
If you are experiencing problems in execution, your own organization's decision-making rights, information flows, motivators, and structure may hold the answers. These elements are the building blocks of what we call "Organizational DNA."

Our independent research and work with hundreds of major organizations around the world have shown us that the first step to improving execution is identifying where these four basic components are misaligned

To help management find these misalignments, we've developed a diagnostic survey tool, the *Org DNA Profiler*SM. By assessing employees' collective responses to the survey's targeted questions, management can easily spot organizational traits and behaviors that interfere with execution, as well as those that significantly enhance performance.

According to the thousands of survey responses we've evaluated to date, companies tend to fit one of seven prototypical profiles: Resilient, Just-in-Time, Military, Passive-Aggressive, Fits-and-Starts, Outgrown, and Over-managed. Understanding your company's profile can give you important insights into its tendencies, strengths, and weaknesses.

The Four Building Blocks of Organization DNA



Modify Your Organizational DNA in a Day

The *Org DNA Profiler*SM assessment tool helps highlight areas of opportunity. Booz & Company's full-and half-day facilitated management, workshops help you *qualify* those opportunities and create *action plans* to realize them. Senior manager's develop a common view on organizational impediments to execution and possible solutions.

Using the *Org DNA Profiler*SM assessment tool as a discussion stimulant., participants develop a clear consensus on where their organization's decision-making rights, information flows, motivators, and structure are misaligned. Then they begin the process of mending these "genetic" flaws and building better performance.

Time	Topic	Leader
8:00 – 8:30	Introduction and Purpose of the Day	Sponsoring Company Executive
8:30 – 8:45	Self-Assessment <ul style="list-style-type: none"> All attendees take the assessment Interactive polling technology Question-by-question walkthrough 	Booz & Company
8:45 – 9:45	Organizational DNA <ul style="list-style-type: none"> The seven organization types Assessment results analyzed offstage 	Booz & Company
9:45 – 10:15	<i>Morning Break</i>	
10:15 – 11:00	Assessment Summary <ul style="list-style-type: none"> Overall findings Analysis of specific questions Presentation of detailed results 	Booz & Company
11:00 – 12:00	Root Cause Breakout Sessions	Breakout Discussion Leaders
12:00 – 1:00	<i>Lunch</i>	
1:00 – 2:00	Root Cause Breakout Report Back	Breakout Discussion Leaders – main session
2:00 – 3:00	Solution Breakout Sessions	Breakout Discussion Leaders
3:00 – 3:30	<i>Afternoon Break</i>	
3:30 – 4:30	Solution Breakout Report Back	Breakout Discussion Leaders – main session
4:30 – 5:00	Big Takeaways	Sponsoring Company Executive

Sample Agenda

Early Media Coverage of the *Org DNA Profiler*SM



*Org DNA Profiler*SM results were featured on CNBC's Power Lunch in December 2003

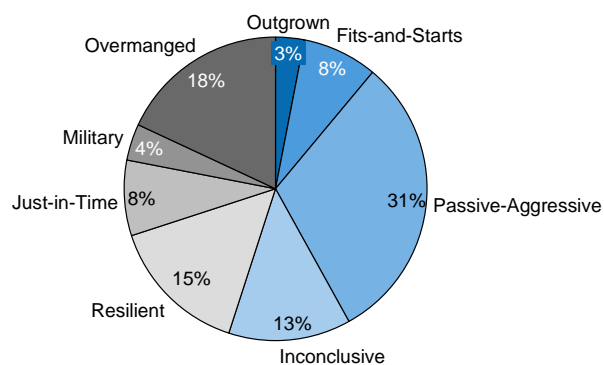


Since its launch in December 2003, the *Org DNA Profiler*SM assessment tool and its findings have been featured on **CNBC**, **ABC**, **Economist.com**, and elsewhere.



Economist.com

The Survey Results: Distribution of Organizational Profiles



In the first two weeks after its release, more than 4,000 individuals from 23 industries completed this online self-assessment survey, generating some provocative findings.



The Org DNA Takeaway

What can you expect to get out of an Org DNA Facilitated Management Workshop?

- A diagnosis of your organization's current strengths and weaknesses—developed together to enhance your team's collective ownership of the issues
- An analysis of how your company's DNA compares to that of other organizations in your industry
- A common perspective on the root causes of execution failures in your organization
- Breakout sessions to dig deeper into particular issues of concern or promise
- A forum for your team to engage on and discuss the issues most important to your company and its future
- And consensus on an initial action plan for realigning your organization's DNA to unlock enhanced performance

For more information

- E-mail us at orgdna@booz.com
- Call us in

Chicago	Gary Neilson	312-578-4727
New York	John Jones	212-551-6713
San Francisco	Bruce Pasternack	415-627-4215

Booz & Company

Our Mission

Booz & Company combines strategy with technology and insight with action, working with clients to deliver results today that endure tomorrow

Our Areas of Expertise

- Strategy
- Organization and Change Leadership
- Operations
- Information Technology and Implementation

Sales and Staffing

- Annual Sales - Over \$2.5 billion
- Firmwide Staff - Over 14,000