

## **Kognoz Research and Consulting: Culture Transformation**

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At Kognoz, we believe that culture is a facilitator of strategy and a pivotal factor in business success. A strong culture can enable an organization to achieve its strategic objectives, while a weak culture can undermine even the best-laid plans. Our consulting approach is designed to help organizations create purpose-driven cultures that empower employees and drive business success.

Kognoz Immersion Studio is designed to help organizations gain a deep understanding of their culture from the inside out, allowing us to identify opportunities for improvement and shape a culture that empowers employees at scale.

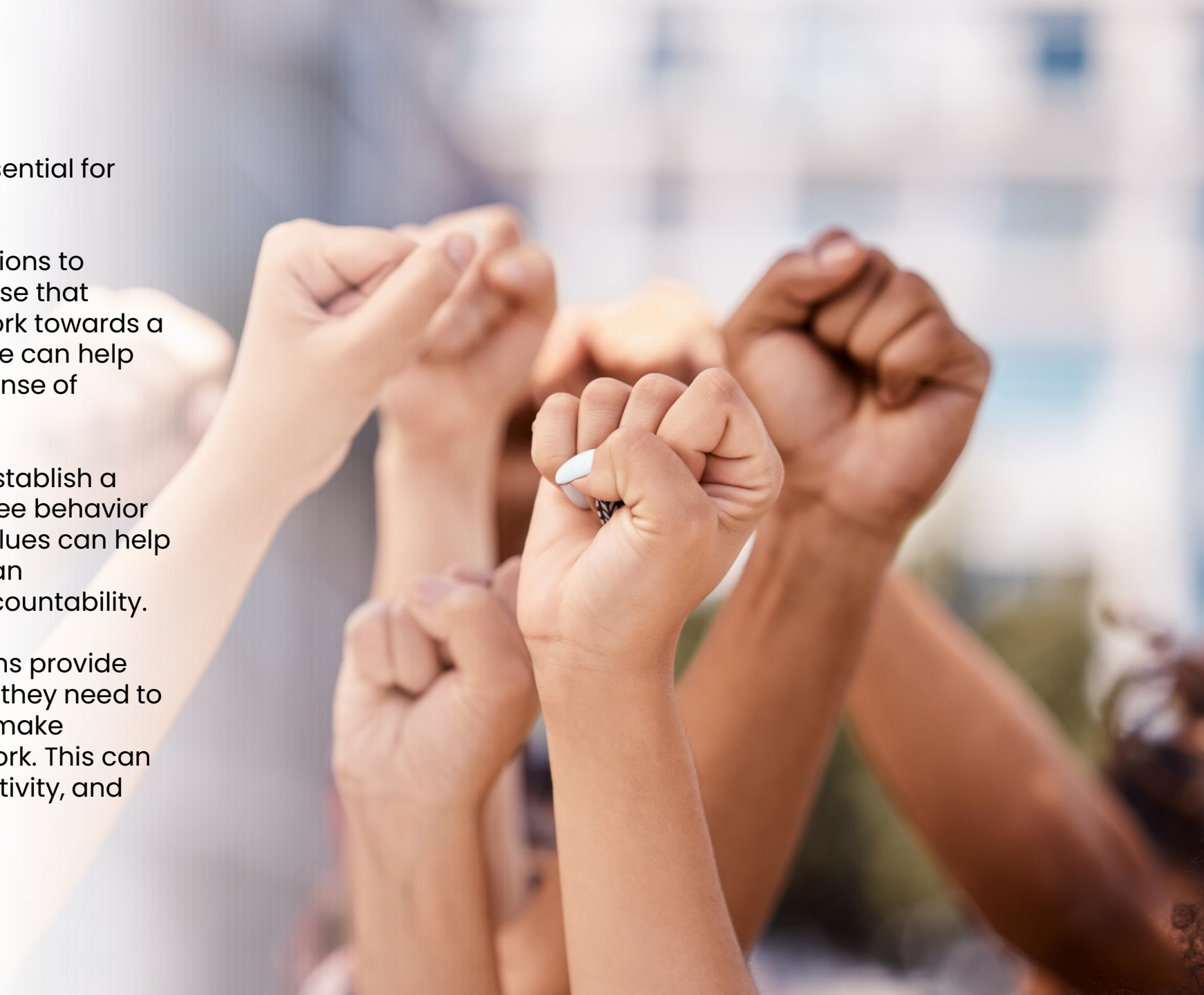


We focus on five key factors that are essential for creating a purpose-driven culture:

**Shared Purpose:** We work with organizations to articulate a clear and compelling purpose that inspires and motivates employees to work towards a common goal. A strong sense of purpose can help align employees' efforts and create a sense of meaning and fulfillment in their work.

**Shared Values:** We help organizations establish a shared set of values that shape employee behavior and decision-making. A strong set of values can help build trust, respect, and integrity within an organization and create a culture of accountability.

**Autonomy at Work:** We help organizations provide employees with the skills and resources they need to do their job well and empower them to make decisions and take ownership of their work. This can help create a culture of innovation, creativity, and continuous improvement.





**Unconditional Collaboration:** We work with organizations to foster an environment of unconditional collaboration where employees work together to achieve common goals. Collaboration can help break down silos and encourage cross-functional teamwork, leading to increased efficiency and better outcomes.

**Requisite Skills to Perform the Work:** We help organizations ensure that employees have the requisite skills to perform their job effectively. By investing in employee development, organizations can create a culture of continuous learning and improvement.

In complex business scenarios, team science is a key aspect of our approach. We work closely with your top team to ensure alignment and drive change in the organization towards a desired future state. By leveraging the latest in behavioral science and immersion-based design, we can help you unlock the full potential of your workforce and achieve your culture transformation goals.

**Kognoz Immersion Studio** is designed to help organizations gain a deep understanding of their culture and create a purpose-driven culture that empowers employees and drives business success. Contact us at Kognoz to learn more about how we can help you achieve your culture transformation goals.





**Shared Values**

**Autonomy at Work**

**Requisite Skills to perform work**

**Team Science**

**Unconditional Collaboration**

**Shared Purpose**

**Kognoz  
Immersion  
Studio**