Managing the firm-culture proactively has been proven to improve the business performance sustainably*



		Positive Focus / Excessive Focus
SERVICE	7	SERVICE TO HUMANITY Long-term perspective. Future generations. Ethics.
MAKING A DIFFERENCE	6	COLLABORATION WITH CUSTOMERS & THE LOCAL COMMUNITY Strategic alliances. Employee fulfillment Environmental stewarding.
INTERNAL COLLEGION		DEVELOPMENT OF CORPORATE COMMUNITY
INTERNAL COHESION	5	Positive, creative corporate culture. Shared vision and values.
TRANSFORMATION	4	CONTINUOUS RENEWAL Learning and innovation. Organisational growth through employee participation.
SELF-ESTEEM	3	BEING THE BEST. BEST PRACTICE Productivity, efficiency, quality, systems and processes. Bureaucracy. Complacency.
RELATIONSHIP	2	RELATIONSHIPS THAT SUPPORT CORPORATE NEEDS Good communication between employees, customers and suppliers. Manipulation. Blame.
SURVIVAL	1	PURSUIT OF PROFIT & SHAREHOLDER VALUE Financial soundness. Employee health and safety. Exploitation. Over-control.

^{*} HBC Consulting is certified and applies the measurement tools from Barrett Values Centre

