# The Cultural Strengthening System™

From aspiration to action. From people to a brighter tomorrow.

PEOPLE + CULTURE + PERFORMANCE
= A BRIGHTER TOMORROW

CTR FACTOR™ — Leadership Learning and Development — Credibility, Trust & Respect

*Culture Lives Here.*

*Clarity Today. A Stronger Tomorrow.*

A simple, powerful approach to building a stronger culture — together.

*Same People. A Stronger Tomorrow.*

## 1 DEFINE
**MAKE CULTURE EXPLICIT**

Clarify what we stand for and how we want to work together.

## 2 ASSESS
**MEASURE WHAT MATTERS**

Understand where we are today and uncover our strengths and opportunities for growth.

## 3 UNDERSTAND
**TURN INSIGHTS INTO MEANING**

Translate results into clear insights about our people, our strengths and our development opportunities.

## 4 IMPROVE
**TAKE ACTION. BUILD MOMENTUM.**

Use our strengths to develop our people, strengthen behaviors and create lasting impact across the organization.

## PEOPLE CREATE CULTURE

A BRIGHTER TOMORROW **TOGETHER**

**DEFINE → ASSESS → UNDERSTAND → IMPROVE**

A CONTINUOUS CYCLE. A STRONGER CULTURE. A BRIGHTER TOMORROW.

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