



## **SOLUTIONS**

Happiness, Culture and Performance

e|Culture IMMERSIVE E-LEARNING  
ORGANIZATIONAL CULTURE CERTIFICATE  
KEYNOTE SPEAKERS  
e|Assess ORGANIZATIONAL  
CULTURE ASSESSMENT

## What is e|Culture?

e|Culture is an online immersive e-learning curriculum that examines how individuals, teams and organizations can optimize and elevate the powerful drive for happiness and direct it toward shared goals and productivity, resulting in:

- Heightened sense of commitment to the corporate mission, values and goals
- Improved employee morale and retention
- Greater trust and ethical conduct among employees
- Increased teamwork, creativity, productivity and organizational performance



**At the conclusion of the course the learner receives a certificate in Organization Culture from EPI<sup>SM</sup>**

## e|Culture was developed using the latest in immersive e-learning instructional design standards:

- Simulation-based learning, the most powerful approach to individual learning and organizational training today.
- Combines cutting-edge technology with the social aspect of human interaction to create interesting and engaging learning experiences.

**We believe** happiness is the fundamental catalyst that builds morale, job satisfaction, teamwork and productivity. Highly successful organizations understand the important link between happiness, productivity and bottom-line results. Our experience shows that happiness and satisfaction are essential for both individual and business success. Every action and behavior seen in the workplace can be explained in terms of the drive to achieve some form of happiness. Contact EPI<sup>SM</sup> to learn how an individual or an organization can unlock the power of Happiness, Culture and Performance.

## Keynote Speakers:

Let EPI's Keynote Speakers reinforce the Happiness, Culture and Performance model at one of your next events! Our engaging speakers appeal to a wide variety of audiences by delivering result-driven information with real-life scenarios that can be customized to meet your requests.

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## What is e|Assess?

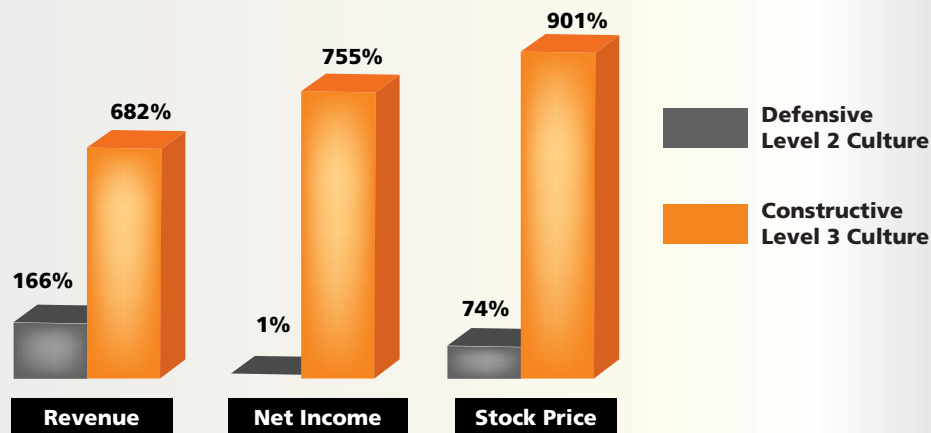
At EPI, our primary tool to measure and identify where your culture is today and then again in the future is called the Organizational Culture Inventory (OCI), also known as the Circumplex is licensed from Human Synergetics. The OCI has been used for more than 30 years by thousands of companies around the world, and evaluates 12 styles of behavior in two broad categories:

### Defensive and Comparative Level 2 Cultures

Arrogant and self-serving  
Fear based  
Internally comparative and political  
Protective of status quo and change resistant  
Bureaucratic

### Constructive and Contributive Level 3 Cultures

Concern for all stakeholders and the common good  
Open to change  
Entrepreneurial, creative and opportunity seeking  
Supportive, open communicative environment



## Is there a Return on Investment (ROI)? **YES!**

Harvard Business School Professors John Kotter and James Heskett conducted four studies including 207 firms over an eleven-year period with subset studies from between 9 to 22 firms from large positive cultures. They determined that:

### Contributive Level 3 Strong PCS (Positive Contributive Stakeholder) cultures outperformed Defensive Level 2 non-Strong PCS cultures in:

- Gross revenues by 516%
- Net income by 755%
- Stock price by 827%
- Expansion of workforce by 246%



## Are there testimonials? **YES!**

### **Business Performance:**

*"Dr. Spitzer has drawn a blueprint for an ethical culture and conduct within our organization at every level of activity. Our relationships with our customers, fellow employees, suppliers and the communities in which we do business will be positively impacted by his work."*

**Jim Sinegal, President and CEO  
Costco Wholesale Corporation**

### **Employee Trust:**

*"When I worked with Bob, employees gave his curriculum rave reviews. They found his principals helped them be more effective at work and more fulfilled in life. The wisdom and passion he brings to the topic touches hearts and minds."*

**Alan Mulally, President  
Ford Motor Company**

*"As a result of conducting the pilot, we decided that Dr. Sitzer's curriculum offered a unique and wonderful opportunity to strengthen our overall organizational capability. It also provided a very enriching personal development experience for participants. The feedback we have received on our survey responses has been overwhelmingly positive. Our employees are attracted to programs that incorporate an aspect of personal development; Dr. Spitzer's curriculum fits very nicely with these expectations."*

**Winifred Williams, PhD.,  
Sisters of Charity Leavenworth Health Systems (SCLHS)**

### **Developing Leaders:**

*"Spitzer is right on the mark. Quantitative and analytical understanding, though necessary for leadership, are not enough. Spitzer provides the missing ingredients - spirit, trust and heart."*

**Sid Banwart Vice President  
Caterpillar, Inc.**

## **What is the cost?**

e|Cultrre Introductory Offer! January 1st – June 30th: \$99 per user; July 1st – October 31st: \$149 per user: Customized pricing available for larger organizations. For Keynote Speakers or e|Assess, please contact us for a custom tailored plan.