

# Align Your People With Your PURPOSE

## The BCAT Standard Model of Brand and Culture



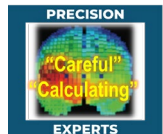
**CULTURE** Understanding • Root cause • Explanation  
**BRAND** Research • Diagrams • Information

Graphs and maps • Patterns • Detailed drawings to scale • Arrows that show connection  
 Depictions of meticulous craftsmanship



**CULTURE** Consensus • Fairness • Tradition • Support  
**BRAND** Empathy • Openness • Reassurance

Checklists • Inventories • Schedules  
 Uniformity • Regulation  
 Depictions of people working together



**CULTURE** Victory • Strategy • Deadlines • Focus on Goals  
**BRAND** Planning • Formality • Assertiveness • Results

Drawings that show hierarchy, organizational authority • Arrows that show direction  
 Depictions of authority, accomplishment

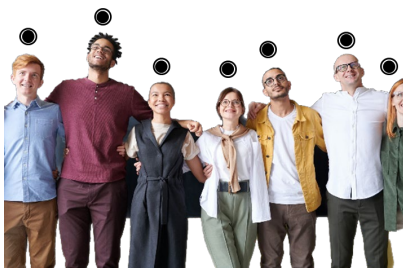
**CULTURE** Surprise • Inspiration • Enthusiasm • Celebration  
**BRAND** Engagement • Expressiveness • Enthusiasm

Drawings with bold colors • Colorful language  
 Stylish presentation  
 Depictions of individual recognition, celebration



**BCAT Step Zero • The INCORPORATING QUESTION**  
 Visualize our entire Team as though it were a **Single Person** doing its **Best Work** on its **Best Day** to **keep all its promises** and **achieve all its goals**. What would that person be like?

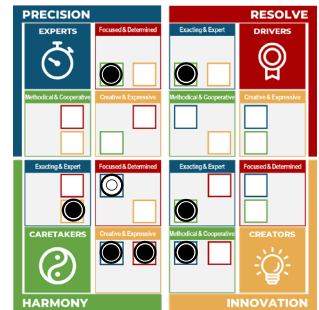
### BCAT Step One • CONSONANCE



Members of our Team consider their Incorporating Question and complete the BCAT Survey online.



"Are we all rowing in the same direction?"



Individual BCAT Survey scores are mapped and averaged to calculate and plot CONSONANCE.

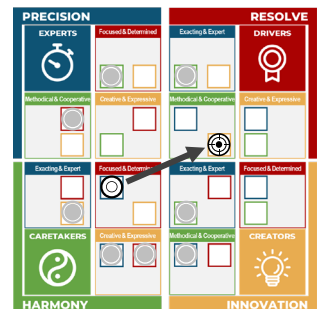
### BCAT Step Two • RESONANCE



Facilitated meeting(s) with our Team's leaders and stakeholders determine our Team's **Role Target**.

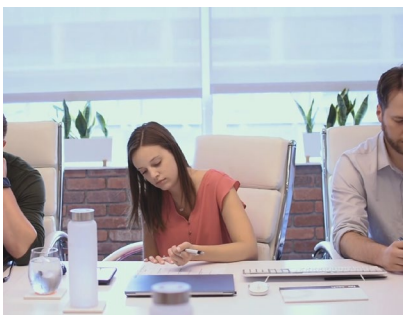


"Are we all rowing in the **right** direction?"



Our Team's signature Role Target is quantified and mapped; RESONANCE is calculated.

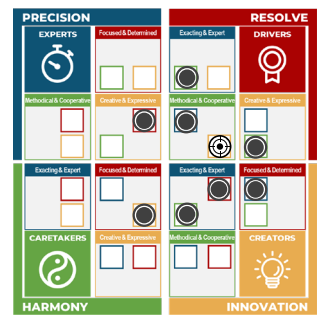
### BCAT Step Three • ALIGNMENT



Facilitated meeting(s) with leaders, stakeholders and key members inspire us to **Align** with our Team's **Role Target**.



"What can we each do to become better servants of our Team's **Purpose**?"



Better Alignment with our Team's Role Target improves our Team's performance.

When we Align the way we do our work (our *Brand*) with our passion for the work we do (our *Culture*) we become an *unstoppable force* in the markets and communities we serve."

At the heart of every truly effective Team (unit, branch, department, company...) there exists a signature role model - we call this a *Role Target* - that represents the Team's *Best Self*."