

Align Your People With Your PURPOSE

The BCAT CLIENT ENGAGEMENT MODEL

"Step Zero" Parameters

- ⇒ Scope of Brand and Culture Alignment process for this Team
- ⇒ Roster of BCAT survey participants
 - Last, First Name
 - E-mail Address
 - Cohort code (optional)
- ⇒ Contact info for client project sponsor and coordinator
- ⇒ Ident. of BCAT authorized facilitator/partner (if applicable)
- ⇒ Description of this Team
 - Characteristics of this Team
 - Description of the community this Team serves
 - Description of this Team's mission
- ⇒ Response cohorts to be analyzed separately (optional)
- ⇒ Client branding/logo(s) for custom BCAT Survey form(s) (optional)



Project Launch

Two-hour inaugural meeting* with project sponsor, coordinator and selected project stakeholders (max 10 participants)

AGENDA

- Provide overview of BCAT Model of Brand and Culture
- Explain the BCAT Survey and scoring system
- Outline the three steps of a BCAT project
 - ⇒ Set project goals and define parameters (listed at left)
 - ⇒ Create a project timeline and schedule with assigned roles and responsibilities

"Step Zero" Work Products

- ⇒ BCAT Incorporating Question
- ⇒ Project timeline and schedule of events
- ⇒ Survey respondents' scorecard to track survey completion
- ⇒ Survey distribution list, standardized invitation and instructions
- ⇒ Customized BCAT Survey(s) and link(s) (optional)
- ⇒ "Sub-Teams" for each identified statistical cohort (optional)
- ⇒ Periodic "Step Zero" reports produced to track survey progress

Step One Parameters

- ⇒ Client's project parameters
- ⇒ BCAT Survey respondents' scorecard
- ⇒ BCAT Project timeline and Schedule
- ⇒ Survey respondents dropped, added, and/or re-classified as deemed necessary by project sponsor (optional)



Consonance

Half-day BCAT Consensus Role Target workshop* with selected key project stakeholders

AGENDA

- Review BCAT Step One Report
- Explain survey scoring and mapping
- Explain Consonance results
 - ⇒ **Client assignment:** Develop Consensus Role Target

Step One Work Products

- ⇒ Consensus Role Target
- ⇒ BCAT Step One Report, including Brand and Culture Map showing each scored survey response and the Team's computed Consonance score and index

Index of Consonance

A value between -1 (significant disagreement) and +1 (significant agreement) that represents the level of agreement among the members of your Team, calculated as the distribution of your Team's individual BCAT Survey results around their average value. Consonance is represented by the symbol 10.

Step Two Parameters

- ⇒ BCAT Step One Report
- ⇒ Client's Consensus Role Target
- ⇒ Survey participants dropped, added, and/or re-classified as deemed necessary by project sponsor (optional)



Resonance

Half-Day Best Practice Alignment workshop* with project sponsor, coordinator and stakeholders

AGENDA

- Review BCAT Step Two Report
- Explain Resonance results, confirm Consensus Role Target
 - ⇒ **Client assignment:** Develop "Best Practice" Alignment inventory

Step Two Work Products

- ⇒ BCAT Step Two Report, including
 - Updated Brand and Culture Map showing the Team's computed **Resonance** score and index
 - Draft inventory of recommended Brand and Culture Alignments

Index of Resonance

A value between -1 (significant disagreement) and +1 (significant agreement) indicating agreement among the members of your Team with your Team's **Consensus Role Target**, represented by the symbol 20.

Step Three Parameters

- ⇒ BCAT Step Two Report
- ⇒ Recommended Brand and Culture Alignments
- ⇒ Assigned "Best Practice" Alignment inventory, client input from Step Two



Alignment

Two-Hour workshop* with project sponsor, coordinator and stakeholders

Practitioner assignment: Editing, scoring and ranking of client's Best Practice Alignments; review with client before finalizing Step Three

Step Three Work Products

- ⇒ BCAT Step Three Report, including finalized inventory of scored and ranked Best Practice Brand and Culture alignments

Alignment Progress Reports

- ⇒ BCAT Step Three Report
- Periodic post-alignment BCAT Surveys measure sustained Brand and Culture Alignment (one post-alignment Survey is included)

Personal Alignment Planning

- ⇒ BCAT Step Three Report
- Half-Day Workshops* (max 15 participants) inspire commitment to and guide compliance with Personal Alignment Plans

Personal Alignment Coaching

- ⇒ BCAT Step Three Report
- One-on-one coaching sessions* as needed for selected BCAT Project participants