Leadership Profile Definition

*The ICM Process*
Three-step approach

**Diagnose**
*Cultural Profiling:*
- CBF©
- Values and beliefs
- Management culture
- Opinion, perception

**Advise**
*Leadership Profile definition*
- Attitudes, behaviors, Competencies,

**Develop**
*Deployment Programs*
- Communication, 360°
- Off-sites, training,
  Team convergence, etc.

To Change and Grow
Leadership Development Program

Company Values & Leadership Principles

Leadership Profile
Skills & Behaviors

360° Leadership Feedback
Leadership Seminar
Team Convergence
Leadership Conventions
In-house Communications
In summary...

- **Identify** your cultural drivers
- **Evaluate** your culture against the challenges of the future
- **Agree** on the values for change
- **Define** the Leadership Profile that will support change and global integration
- **Communicate and deploy** the profile through communication, management practices and HR tools and systems.
And remember...

When strategy and culture collide, culture always wins

Jack Welch
Former GE CEO