

Like individuals, corporations rely on a single strategy for survival - adaptation. To do so requires a grasp of the culture that sustains a business. This understanding provides an advantage often leveraged by companies who effectively define and maintain a distinct corporate culture. **We strengthen your brand, connect you with consumers, and maximize your bottom line.**

How do people identify your company culture?

Just as networks of people create a culture based on shared values and meaning, companies act in the same way. How secure is your brand and reputation? Is your company capable of effectively integrating diversity? And how strongly does your culture mitigate against harassment in an environment rife with such issues? Don't guess. Corporate cultures define companies.



We help your business establish, review, and develop a strong corporate culture that distinguishes your brand.

Rather than questionnaire assessments, we immerse ourselves in the socio-culture, psychology, and operational environment of your organization. You get a profile of the people, values, and beliefs that affect your mission, allowing you to anticipate risk factors and enhance operations without disrupting your workflow. For identified issues, we create a custom-tailored training program to address your organizational needs. From cross-cultural understanding to harassment prevention, we deliver quality trainings that ensure your employees and consumers align with what you stand for.





Your best investment is in understanding your operational environment and its people.

Seeking a foothold in an emerging market, an international energy company established a multi-million dollar office in Afghanistan. Despite lucrative job opportunities, many Afghans refrained from applying. Confusion ensued. Was there a security concern? Was it a sign of increasing hostility toward foreigners? No. The office had been built over an ancestral burial ground, which was considered an ill omen. Lacking community insight, the company lost all front-end investments and competitive returns as well as valuable talent.

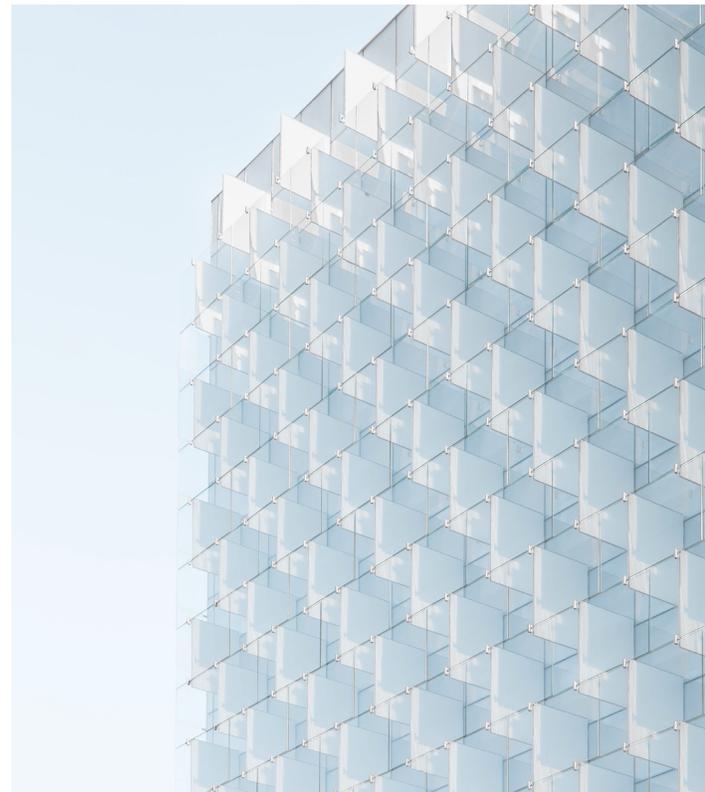
Lesson learned: You can break ground without burning bridges.

Our method involves research, recruiting, and training.

Constantly-evolving consumer and services markets underscore the importance of human sciences research. The right analysis helps companies invest their time and money more productively:

- Needs/feasibility assessments of products and services and stakeholder analysis help you more accurately target markets
- Better-informed product design and functionality resonate with changing consumer demands, sharpening your competitive edge
- Targeted recruiting ensures that you get quality over quantity, minimizing turnover
- Human and organizational development trainings improve cohesion and workflow

This means you **reduce unnecessary costs, optimize productivity, and mitigate risks.** In short, you adapt – and thrive – by managing change in ever-evolving markets.



Contact

info@sentientgroup.com