OUR SERVICES.     OUR CLIENTS.     OUR DIFFERENCE.
gothamCulture is committed to empowering leaders with powerful insight that helps drive meaningful organizational change through the lens of culture, leadership, and strategy.

WHO WE ARE...
OUR SERVICES

Founded in 2005, gothamCulture has experience advising a diverse blend of clients as they evolve and transform their organizations. While our work has primarily focused on organizational culture, we’ve found over time that the topics of leadership and strategy inevitably enter the conversation as organizations navigate change.

At gothamCulture, we like to say that we live at the intersection of culture, leadership, and strategy. Our work in these three service areas is aimed at driving tangible, sustainable, positive change.

Working with your input, we offer customized solutions — at the individual, team, and organizational level — that yield significant and sustainable results.
ORGANIZATIONAL CULTURE

Over time, members of your team learn what behaviors yield success; both for them personally and for the organization. Without being consciously aware of it, your team will develop habits and learn to behave in ways that are considered “acceptable.”

The challenge is that we live in a world of constant change. As changes occur, whether in the market or within your organization, it can often be difficult to convince people that the old ways of doing things are no longer what will drive success.

Leaders who take the time to engage their teams in understanding the underlying culture in their organizations are those who are positioned to proactively shape and manage it. They will be able to align with and drive behaviors that will help them execute on their strategies.

Our culture assessment and advisory services are focused on helping CEOs and senior leadership teams align their organizational culture, strategy, and leadership to drive sustainable performance results.

Our consultants use a rigorous approach, an evidence-based model, and valid, reliable measures, such as the Denison Organizational Culture Survey, to quantify aspects of organizational culture that have proven links to business performance.

Questions you may have:

How do we understand our current organizational culture and it’s impact on our business performance?

How do we use organizational culture as a competitive differentiator?
LEADERSHIP DEVELOPMENT

Leaders help to make strategy real for people and hold them accountable. In order to do this effectively, however, leaders must possess the right knowledge, skills, and abilities.

Often organizations assume that leaders are prepared without any development. And many times, this turns out to be a less than accurate assumption. Leaders at all levels must have the development and support they need to guide the organization into the future, in an ongoing and intentional way.

From front-line managers to senior leaders, each organization has unique leadership requirements.

Our leadership consulting and coaching services provide customized development experiences that are aligned with the organization’s culture and strategy. This approach helps to ensure current and future leaders are fully capable of succeeding in their current roles, as well as being developed in ways that prepare them for what’s to come.

As we support our clients, we use measurable, coachable, accountable, and transformational development experiences so that leaders are prepared for the most demanding of challenges.

Questions you may have:

How will we ensure that our leaders have the knowledge, skills, and abilities to thrive in changing market conditions?

How can we achieve alignment amongst the members of our senior leadership team?
STRATEGY

Without clarity and alignment across the organization with regard to a path forward there can be no coordinated effort or long-term success.

How strategy is operationalized differs from one organization to another, but providing clear direction and helping people understand how their day-to-day activities contribute to the bigger picture is a critical aspect of organizational success.

Simply having a strategy alone is not enough to drive performance. Even the most well designed business strategy runs the risk of failure if people do not believe in how it will yield success. Leaders must effectively articulate the strategy and help team members understand how their day-to-day efforts contribute to a culture that brings the strategy to life.

Our advisors facilitate strategic development and support processes that meet the needs and pace of our clients. Some plan in terms of years, others in terms of months.

Whatever the pace of your organization, our team provides support in the development of a clear and sound strategic plan but we can also provide strategic support in a variety of areas such as program management, design, and facilitation of governance processes as well as strategic communications support.

Questions you may have:

What type of strategic plan is most relevant for my type of business?

How do we actively engage our employees and stakeholders in the planning process?
HOW WE WORK: THE ADDIS METHODOLOGY

ASSESS
A rigorous assessment process utilizes surveys, qualitative data collection methods, and facilitated processes with stakeholders to gain a deep and multifaceted understanding of the existing situation.

DIALOGUE
Through a series of purposeful conversations, we seek to provide clarity and alignment around the current state and define desired behaviors to effectively drive performance moving forward.

DESIGN
A comprehensive plan is developed in order to build inclusion, momentum, and sustainability of the change effort.

IMPLEMENT
A variety of interventions are designed to drive tangible action, ranging from the organization-wide to individually-specific. Incorporating an element of coaching helps to reinforce the behavior change that is required to sustain performance.

SUSTAIN
Proven reinforcement mechanisms help to ensure that positive cultural drivers and new leader behaviors are embedded throughout existing systems and processes. Periodic reassessment of cultural health, leadership team alignment, and specific leader behaviors provides opportunities to course-correct in order to achieve desired results in a highly dynamic work environment.
OUR CLIENTS

Having spent more than a decade supporting a diverse array of global clients, we bring a wide variety of perspectives and best practices to each of our engagements. Our global reach positions us to scale and scope our services to best meet the needs of our clients in the core areas of culture, leadership, and strategy. Our ability to support our clients with the expertise they need, at the precise time they need it, allows us to make a significant and sustainable impact for our partners.
## OUR CLIENTS

### COMMERCIAL

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### GOVERNMENT

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<th>Federal Government</th>
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<td>Atlantic Test Ranges (ATR)</td>
<td>US Army Military Surface Deployment and Distribution Command (SDDC)</td>
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<td>Defense Logistics Agency (DLA)</td>
<td>Office of the Secretary of Defense</td>
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Unlike other airlines, JetBlue Airways has always viewed the role of the Captain as a leadership role within the organization, helping to motivate others and ensuring the successful delivery of the acclaimed JetBlue Experience. In order to provide Captains with a skill-set that would complement their high level of technical aptitude, JetBlue designed a unique opportunity just for Captains to learn about the non-technical aspect of their role as a leader aboard the aircraft.

We conducted a series of focus groups with Captains; the interviews were organized by tenure and flying base. Additionally, those who interacted with Captains most - First Officers, Flight Attendants, and ground personnel - were also invited to share their perceptions as to what made Captains effective or ineffective in their role as leaders. Based on this data, along with other information collected from the organization (e.g., leadership competencies and culture survey data), we designed a unique leadership development program for Captains aimed at providing them with the leadership skills they needed to do more than just fly the airplane – but to also lead other crewmembers and serve as ambassadors for the brand.
Several levels of evaluation were conducted to assess the impact of the program. Over 80 percent of Captains that attended the program rated themselves more effective in their role, while over 60 percent of flight attendants and ground staff – those that interact most with Captains – ranked Captains as being more effective in terms of their leadership effectiveness.

“JetBlue has maintained its reputation as Americas’ favorite airline by remaining laser-focused on our culture. gothamCulture continues to play an instrumental role in helping our company create an environment that inspires Crewmembers to deliver our brand promise to our Customers as we navigate a competitive economic landscape.”

*Vice President, Customer Support, JetBlue Airways*
OUR DIFFERENCE

The reason executive leaders retain our services is because we have a track record of driving results. The reason they call on us again and again is because we bring a unique style and a proven methodology that drives performance while effectively adapting to the existing situation in order to have the maximum impact.
Our results.
There are a lot of consultancies that say they are experts in helping clients drive results but most fail to live up that claim when the rubber meets the road. We employ a model that links culture to performance and conduct targeted, measurable interventions that result in a track record of yielding results.

Our style.
We bring a directly relatable expertise to bear on our client engagements. gothamCulture’s team is comprised of subject matter experts with direct experience in the design, launch, and sustainment of culture transformation. We’re not afraid to roll up our sleeves to get the job done. We live our values and we create meaningful and memorable processes that position our client to achieve results.

Our experience.
We have a decade of experience focusing on organizational culture. We have formed long-standing relationships with many of the foremost thought leaders in this space and we have established a reputation for driving change with some of the world’s most recognizable companies.

Our focus.
To us, culture is not a side business. We pride ourselves in making organizational culture tangible for our clients as it relates to strategy and leadership, so they can quantify and understand exactly how it is impacting their ability to perform and how it may need to evolve in order to get them the result they are looking for.

Our empirically validated tools and methodologies.
We have refined our assessment process with hundreds of clients over the course of the last decade. We utilize only the most effective tools in our work; assessments that have been empirically validated and have withstood the test of time.
Our unique design principles.
What truly makes gothamCulture different is our approach to design. We rely on key principles of design that serve as the foundation of and link between interventions. We introduce common tools, language and experiences to allow leadership teams to gain clarity and alignment around goals. We achieve scale by having leaders inform, inspire, and engage other leaders. We challenge deeply rooted beliefs by creating a dialogue and disequilibrium that challenges leaders to unlearn and rethink old schema. Our intervention designs are elastic and customized – each intervention builds on previous interventions providing leaders what they need when they need it. And, lastly, we incorporate embedding mechanisms into the fabric of the organization making our interventions timeless.

Our ability to support any size change effort.
Our robust network of associates located around the world are highly skilled and experienced in a variety of specialties which ensures we are able to support any need, at any time, in any place. Our ability to build custom project teams to support our clients on large-scale initiatives gives us a unique edge in the market and a significant advantage when it comes to serving our clients.

Our willingness to go the distance.
While many of our competitors call it a day once they deliver recommendations, we define our success by what happens after that. We don’t cut and run when the hard work is just beginning. We pride ourselves in supporting our clients’ change effort to any extent necessary to help ensure that our clients are set up for success.

Our ability to train internal staff to carry on the work once we depart.
Many of our clients, especially in geographically dispersed organizations, desire our advisors to train their internal change agents in order to effectively cascade and sustain their organizational change efforts. We have developed a unique and powerful model for doing so. Once internal resources are able to drive the change, we can be called upon to step in only when needed to ensure that results are achieved quickly and efficiently.