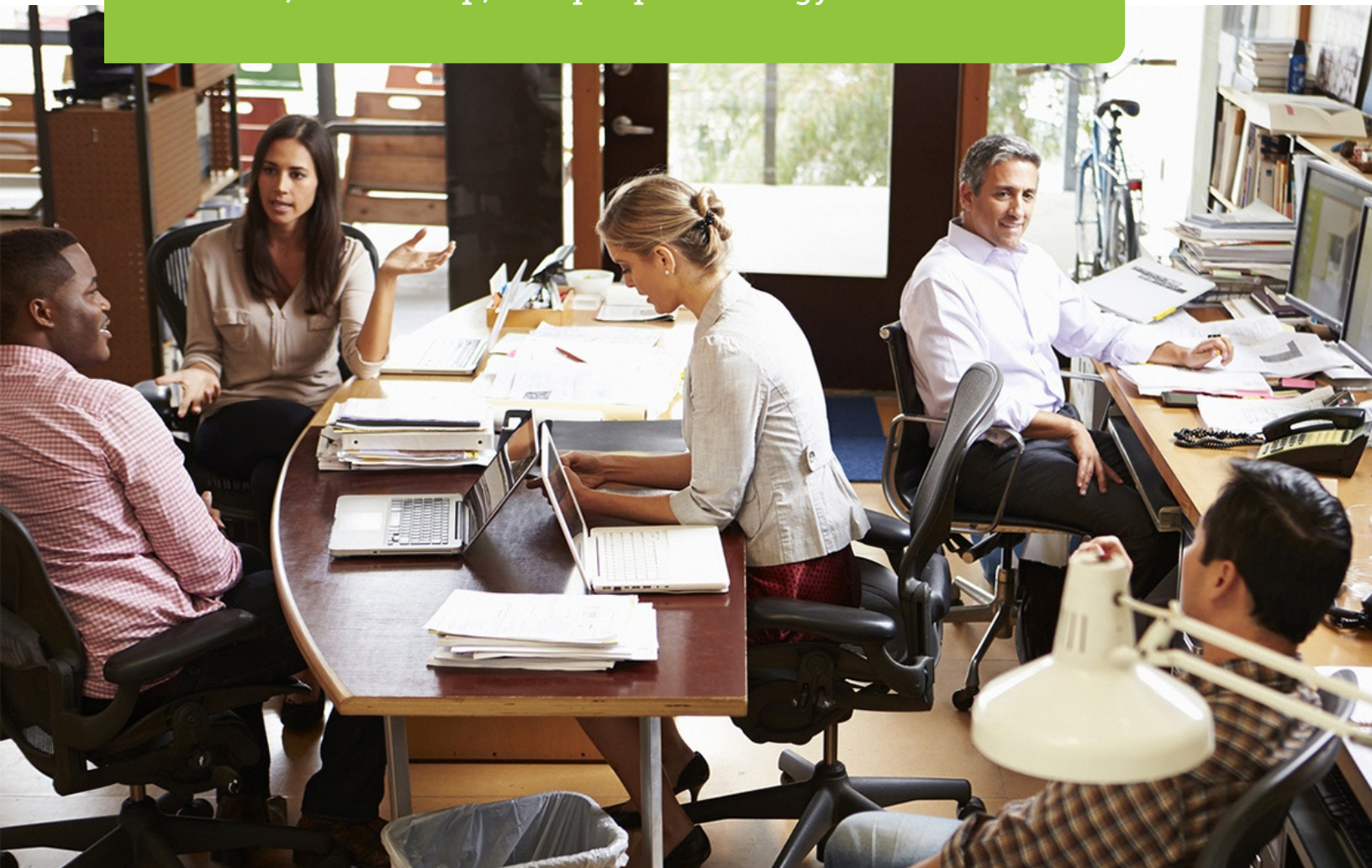




OUR SERVICES. OUR CLIENTS. OUR DIFFERENCE.

WHO WE ARE...

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



OUR SERVICES

Founded in 2006, 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 people 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 people 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, leadership, and people strategy to drive sustainable performance results.

Our consultants use a rigorous approach, an evidence-based model, and valid, reliable measures, such as the Culture Mosaic 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 its 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?

PEOPLE STRATEGY

Without clarity and alignment across your organization regarding a path forward, coordinated effort is impossible. Even with a clear business strategy, if you lack a clear plan for how your people are best prepared to accomplish the strategy, you expose yourself to significant risk.

[People strategy](#) differs from one organization to the next. Leaders need to understand how putting people at the heart of business strategy is a critical aspect of organizational success.

Your organization's overall success depends upon how well your people perform. Managing the performance of individuals and teams and aligning their performance with strategic goals is not a simple undertaking. Good performance management is not a one-time event but a continuous process every manager must master to be successful.

Our advisors facilitate strategic people planning, 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 people to include people analytics, learning and development, employee engagement, and performance management.

Questions you may have:

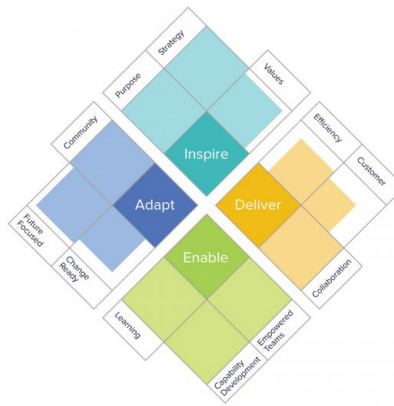
How are changes in business models and technology going to affect jobs of the future?

How can we improve employee engagement and retention?

ORGANIZATIONAL ASSESSMENT

MOSAIC PERFORMANCE FRAMEWORK

[Mosaic Performance Framework](#) is a suite of organizational assessments focused on improving performance. Sustainable organizational performance is dependent on a multitude of factors, a mosaic, that must be carefully managed, balanced, and adapted to best meet the challenges presented both in the external environment and internal context.



Mosaic Performance Framework provides actionable data on:

- [Organizational Culture](#)
- [Leadership](#)
- [Teams](#)



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

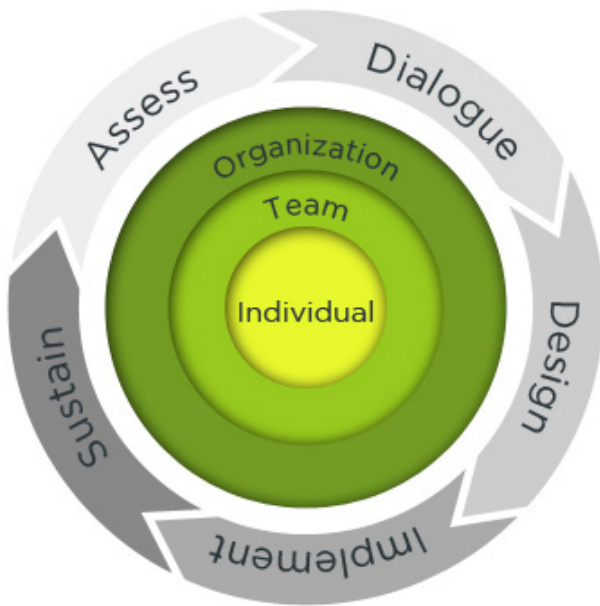
A comprehensive plan is developed in order to build inclusion, momentum, and sustainability of the change effort.

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 15 years 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 people 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

Education

York University

Finance

Ascentra Credit Union

Capital Royalty

Oppenheimer Funds

Healthcare

Continuum Health Partners

Bronx Community

Health Network

HealthFirst

LiveOnNY

Mount Sinai Health System

Nassau University

Medical Center

NYC Langone

Medical Center

ProMedica

Providence Health

Hospitality

Bloomin' Brands

Marriott

Nandos

Media

Martha Stewart

Living Omnimedia

Other

ITOCHU

Philanthropic/Not-for-Profit

American Red Cross

Ascentra Credit Union

GLAAD

The Hershey Trust Company

The Milspo Project

United Way of America

Professional Services

CohnReznick

Samuel Shapiro & Company

Retail

Foot Locker

Technology

Arrow Electronics

Avide

Google

Katerra

Microsoft

Paycor

Sonos

TMP Worldwide

Transportation

Comair Limited

Hawaiian Airlines

JetBlue Airways

South African

Express Airlines

TBS Shipping

Virgin America

Virgin Voyages

GOVERNMENT

City, State & Local Government

Bay Area Rapid Transit

NYC Department
of Education

Metropolitan Transportation
Authority

NY Department
of Transportation

State of Alaska

Federal Government

Assistant Secretary of
the Navy for Research,
Development, and Acquisition

Atlantic Test Ranges (ATR)

Defense Logistics
Agency (DLA)

Naval Sea Systems Command,
Logistics, Maintenance, and
Industrial Operations
Directorate (SEA 04)

Naval Supply Systems
Command (NAVSUP)

US Army Military
Surface Deployment
and Distribution
Command (SDDC)

Office of the Secretary
of Defense

USDA

US Forest Service



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 more than 15 years 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.

Our ongoing culture research.

In 2021 we deployed our [annual State of Culture Survey and Report](#). This ongoing research is designed to better understand how organizations are reacting to, adapting to, and intentionally shaping their cultures to thrive.

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