

“The OAS has served to validate a number of key assumptions as well as uncover areas of concern that are not currently on management’s radar screen.”

Martha Collard • Director – Human Resources Asia Pacific, Grey Worldwide

Companies Use OAS to:

- Identify how company strategy can be turned into front-line performance.
- Align company performance with customer needs.
- Survey employee perceptions and opinions.
- Strengthen brand delivery.
- Benchmark performance.
- Align employee performance with company mission and values.
- Analyze training or consulting needs.
- Encourage employee buy-in on organizational change.
- Monitor change and progress over time.

Unique Value Proposition For Consultants and OD Practitioners

- **CERTIFICATION.** Experienced trainers or consultants can complete OAS certification in one day.
- **EASY-TO-UNDERSTAND, SIMPLE-TO-ADMINISTER.** Questionnaire saves time and effort.
- **FLEXIBLE.** Trainer or consultant can add open-ended questions to address specific organizational concerns.
- **GLOBAL REACH.** Online capability allows for data collection from anywhere via the Internet.
- **REPEATABLE.** Benchmarking capability enables periodic re-application to chart progress.

Repeat users of the OAS include:

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| Bristol-Myers Squibb | Leo Burnett |
| Walt Disney | General Casualty |
| Inchcape Testing Services | Crown Motors (Toyota) |
| Hong Kong International Terminals | Toyota |

Credentials

Dr. David Matsumoto, Department of Psychology, San Francisco State University, evaluated the relationship between answers to the 12 key OAS dimensions and answers to the 13th Alignment with Results. He analyzed 23,000 responses from 52 companies in 20 countries, and concluded that the responses to the 12 key OAS dimensions were very reliable predictors of the findings in the results dimension. According to Dr. Matsumoto, “My conclusions are that all of the correlations are statistically significant and seem to predict the desired business results.”

ABOUT THE AUTHOR



Shaun Smith
Founder, Smith+Co.

Shaun Smith is an internationally recognized authority on the subjects of customer experience and organizational alignment. He is the co-author of a number of best-selling books and speaks internationally on the subject of customer experience and employee alignment. His books include: “Uncommon Practice – People who deliver a great brand experience”, “Managing the Customer Experience – turning customers into advocates”, “See, Feel, Think, Do – the power of instinct in business”, and “Bold - How to be brave in business and win” which won the “Management e-book of the year award for 2012. His latest book “On Purpose – how to deliver branded experiences people love” is published in October 2015. He is also contributing author to the Economist’s “Brands and Branding.” Mr. Smith has spent more than 30 years helping major corporations differentiate their brands through the experience they provide. He has spoken and consulted to companies such as Burberry, IHG, Toyota, Disney, SmithKline Beecham, British Airways, Leo Burnett, and Shangri-La Hotels and Resorts, and many others. He is the founder of the consulting company Smith+Co which consults to many of the leading brands world-wide.



For more information about **Persona GLOBAL®**, Inc.’s metrics and methodologies, please contact info@personaglobal.com or visit www.personaglobal.com



ABOUT Persona GLOBAL®

Persona GLOBAL® is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona GLOBAL®**, Inc.’s metrics and methodologies are currently available in 72+ countries; its programs have been translated in up to 38 languages. More than 1,700 certified **Persona GLOBAL®** practitioners around the world serve their clients as strategic business partners.

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| • Mitsubishi | • Dell Computer | • Japan Airlines |
| • Disney | • IBM | • Credit Suisse |
| • Coca-Cola | • Alcatel | • American Express |
| • Hitachi | • Motorola | • SONY Music Entertainment |