



## Generate business development with a “Do-It-Yourself” package containing a wealth of inspiration, depth and perspective.

The Ocean of Culture® has for many years successfully been used in organisations and companies. It is developed by Lone Aagaard, who is the owner of KOMMITMENT International. Lone Aagaard has more than 20 years of experience as a consultant and instructor, with specialist skills in the fields of strategy processes, implementation and development of organisational culture.

### Generate business development

The purpose of KOMMITMENT International is to generate business development in both the private and public sectors by making complex processes simple, so that new knowledge and new skills can be firmly deployed among both managers and staff. Our principle is to help people to help themselves – which is why we have developed The Ocean of Culture®.

The core activities of KOMMITMENT International are the design and application of leadership and organisation processes that generate progress and growth. In our experience, far too many decisions and initiatives are put in drawers or on bookshelves and then forgotten, or simply overtaken by the day-to-day realities of operations once consultants and instructors have completed their assignments and left the organisation.

### Stimulate commitment and innovation

KOMMITMENT International works on a systematic basis. Everything the company does focuses on ensuring maximum cohesion and overview in a complex and constantly changing world, and on stimulating commitment and innovation on the part of the organisation’s staff via involvement and practical experience.

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THE OCEAN OF CULTURE®

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# THE OCEAN OF CULTURE®

Stimulate development of the organisation’s culture and boost the implementation of your business strategy



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CULTURAL IDENTITY · VISIONS · MANAGEMENT · COMMERCIAL OBJECTIVES · VALUES · REMUNERATION · STATUS · HABITS · TEAM WORK · LANGUAGE & COMMUNICATION · HISTORY & EXPERIENCE · CONFLICTS · TABOOS · MYTHS · RITUALS · MEASUREMENT SYSTEMS · MONITORING SYSTEMS · BASIC ASSUMPTIONS

**The Ocean of Culture® is a dialogue tool designed to help develop your organisation's culture and boost the implementation of your business strategy.**

Working with The Ocean of Culture® has for many years successfully helped organisations to clarify their commercial potential and opportunities, and also to identify areas for development in relation to the organisational culture.

The objective is to establish an effective, shared platform for the strategic measures essential to the smooth integration of market strategy and organisational development.

The The Ocean of Culture® shows you how to make sure the staff in an organisation commit to the business strategy and acquire a sense of ownership, with the ultimate aim of improving the organisation's bottom line.

**The complete package**

The Ocean of Culture® consists of an ocean board that features 17 specific culture fields. In addition, the set contains question cards, inspiration material, a task booklet with clear assignments and questions, background material, counters, guidance for the four phases and notebooks.

All the questions are designed to incorporate a commercial strategy angle and can be used at all levels throughout the organisation. We recommend that the number of participants be limited to groups of 3-8 people, and that you

set aside at least one day for the first round and one day for follow-up.

The Ocean of Culture® is designed to be used again and again. No matter where you choose to start, you can always explore different aspects of the organisation's culture in depth, and then use this exploration to start a cultural change process within your specific area of the organisation.

**Culture fields**

Separately and together, the 17 culture fields open the doors for an effective discussion about the overall culture within the organisation. The purpose of the individual culture fields is to clarify particular aspects, such as the organisation's cultural identity, vision, leadership, commercial objectives and values. They are also designed to highlight important cultural features such as habits and teamwork patterns, history, myths and taboos, measurement methods and the remuneration structure.

The work process is divided up into four phases:

- Exploration
- Prioritisation
- Detailed consideration
- Decision

Participants are led through the different culture fields in a controlled process, and they can draw assistance and inspiration from the questions and work assignments that are a key part of the process. These include specific examples, as well as background material based on both scientific theory and practical considerations.

**Control of the process and certification**

To control the process, the mediator must be fully familiar with the setup of The Ocean of Culture® and must have experience with chairing meetings or leading group processes.

KOMMITMENT International can provide a 2-day course for the training and certification of managers and consultants who wish to

expand their skills with a view to becoming qualified to lead the process centred around The Ocean of Culture® within their own organisations. Alternatively, we can provide consultant assistance, with one of KOMMITMENT International's experienced process consultants helping to complete the first round, for example.

*Contact us to discuss how The Ocean of Culture® can boost development at your organisation.*

**REMINERATION STRUCTURE AND HIGH STATUS**

**GOOD GUYS**  
IN THE OCEAN OF CULTURE®, the Good Guys symbolizes remuneration and high status within the organisation.

The Good Guys represent the attitude and behaviour of the organisation in relation to staff with high status, and those who are first in line when the time comes to distribute praise, extra benefits, career options and pay rises.

Our hypothesis is that both high and low status are in play in every organisation, and that the allocation of status often takes place in the more subconscious group processes that are part of the interaction and working relationships between staff.

The commercial benefit of working with and remuneration structures is that this, employee development, and for the recruitment of new staff.

The "Good Guy" symbol may be a "magnifying glass" - reveals subconscious the encourage or discourage individuals to a working relationships and knowledge of resources.

All the culture elements in The Ocean of your organisation's "good guys" also organisation's "bad guys", values and f

**WHAT EXACTLY IS HIGH STATUS?**  
The word "status" comes from Latin and refers to a hierarchy or an order of rank.

Areas or people with high status are at allocated not only more resources and o "them" when goals have been achieved. "Heroes" save the world and shoulder b growth and progress. "Recess" are role both internally and externally, such poe organisation as well as the unspoken nc

**REMINERATION STRUCTURE**

Symbols, uniforms and objects are often used to profile a dominated society, however, the value of such symbols decline because they can often be bought or copied. As a high status often pursue new kinds of symbols and good nature, are unique and not available to a wider public.

There are numerous factors that must be examined if we a particular field of activity, a group of people or an indivi status. There are historical, financial, attitude-related, ps factors in play.

**HIGH STATUS AND REMUNERATION STRUCTURE**

Status - high status, in this case - is a part of the organi in relation to the hierarchical structure and management organisation, the differences in status often become moe the formal power structure you progress.

Status and power are interlinked. Over and above the status that the formal hierarchical position provides, the more informal power bases often come more prominently into play with regard to allocation of status.

These power bases may be defined by considerations such as professional skill, education, social conduct, seniority, gender, dialect, lifestyle, partner's job and salary, home, children, and so on.

Examples of "good guys" and high status within the organisation:

- Executives, managers and key personnel
- Larger offices for executives and managers
- Special centres for the safe use of executives and managers
- Large company cars for executives and managers
- Attractive, fit and healthy people
- Staff who dare to take a risk
- Staff who constructively challenge the management board and management team
- Staff who accept responsibility and dare to take the lead

**HABIT FISH**  
HABITS WITHIN THE ORGANISATION

1. List 3 good and 3 bad habits that you have noticed within your organisation.
2. Name one of your own personal habits that you would like to alter - one that would have an effect on the way you and your colleagues work together, and on your own effectiveness.
3. What kind of habits are embedded within your organisation in terms of relations with customers in particular, and the market in general? Can these habits survive in the long term?
4. How important a role do you think such habits play in your organisation's culture?

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