



Cultural Imprint

Getting inside the human mind



What we do

We have fifteen years' experience helping clients understand what customers and employees *really* want so they can increase productivity and become market leaders.

Our process means that organisations can collect *real* data in *real* time, all the time.

We collect, analyse and measure the stories people tell about their experiences, and in doing so access their underlying emotions.

We use Imprint Analysis Measurement (IAM), to assist clients to:

- **develop new products** (e. g. Magnum icecream);
- **change voting patterns** (Sweden enters EU);
- **increase sales** (in the US sales of Lego toys tripled in 18 months);
- **measure employee engagement** (Hewitt, conducted in 167 companies with 55,000 respondents);
- **measure customer satisfaction** (KFC);
- **facilitate and implement organisation and cultural change** (Westpac); and
- **develop leadership skills** (Australian Department of Defence).

And our technology has other advantages: we supply not only data but also rich insights that translate into a greater return on investments.

Why IAM?

Up to now, questionnaires, surveys, and focus group research methods have served organisations reasonably well.

But one basic problem with this approach is that people often **say** one thing while they **do** another. This is far from deliberate. Most people are surprised if shown their contradictory responses. In fact, their responses reflect the world we live in because they indicate differences between our conscious rational thoughts and unconscious emotional responses. Recent neurological research points to the fact that emotion plays a fundamental role in **all** aspects of life – especially business.

And in the past, not only were research methods unable to reliably uncover emotional responses, **but also**, available tools could not both **qualify and quantify** typical feedback measures of various aspects of your business – like customer experiences and customer/staff satisfaction.

Now, IAM provides a new and more effective alternative. It identifies and measures both conscious rational elements of business **and** underlying emotional factors – like customer experiences and customer/staff satisfaction.

And, in a wide range of contexts, we can analyse both conscious actions and unconscious emotions, linking them to important business indicators in order to measure and forecast spending and behaviour.



Cultural Imprint

Getting inside the human mind



What is IAM?

IAM:

- **is based on how people** communicate: we make comments, give snippets of information, and tell stories about experiences - we've always done this, and still do, at work and at home;
- **analyses and measures people's experiences** about issues, brands, services, change programmes and all other aspects of business, capturing their real meanings;
- **uncovers the way people really feel**;
- **discovers underlying causes** of problems, and reasons behind issues;
- **obtains insights** from different perspectives and makes sense of things like customer/staff satisfaction and customer loyalty;
- **provides information for design and implementation** of interventions and change initiatives;
- **measures and evaluates** organisational changes, implementations, organisational culture, events, systems, staff and customers, programmes ... and
- **provides feedback** at all levels, on a continuous basis like impacts of ads, new PR, launching of new product, competitors' communication ...

IAM delivers to you:

- **specific answers to questions and issues**;
- **the 'emotional hooks', drivers, forces, and factors that motivate people**;
- **underlying structures and hidden meanings**;
- **factors relating to communication and acceptance of change, and to leadership (and management)**;
- **experiences, real examples and illustrations of these behaviours**; and
- **guidelines for a communication strategy**.

IAM works because:

- **people's stories about their experiences give a more complete picture**, providing insights about the rational dimension, as well as the emotional, which drive people's actions;
- **it quantifies and measures people's emotions**;
- **it captures people's real intentions**;
- **continuous capturing of experiences allows decision-makers to monitor effectiveness** and to know which actions have the desired effect, and which need to be adjusted or stopped; and
- **user-friendly reports drive action planning** by bringing the numbers to life and providing information for shaping direction.