

## About Brand Culture

“Organizational culture is a system of shared values, beliefs, and business practices. The cultural system governs how people behave, communicate, plan, engage, and perform within the organization. Company vision, mission, and core values establish cultural expectations.

**Leadership** is responsible for effectively managing the Cultural System.”

## Tacticware Culture Management System

We support our system through these services,

- **360 Organizational Assessments** *to benchmark brand perception*
- **UpSkill Training** in Management, HR, and Sales *to communicate process and skills*
- **Strategic Planning** *to identify, craft, and review objectives*
- **Expectations** *to benchmark achievement*
- **Customer Surveys** *to benchmark satisfaction and loyalty*
- **Management Reviews** *to verify achievement*



Tacticware clients are companies pursuing competitive advantage. We believe brand growth comes from superior culture.

We accomplish this through a systems approach to managing organizational culture.

Respectfully, I would like to earn your business. Learn more by contacting us today.



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