

## Organisational culture

### Use case example

Fan is an entrepreneur who has created a boutique consultancy in financial services, specialising in process improvement design and implementation. VoicePrint is used to turn his vision of a highly client-centric culture into practical actions and behaviours in his multi-national team. VoicePrint becomes central to one-to-one coaching, team workshops, the annual whole organisation offsite and the onboarding of new starters. Individuals become more aware of their own behaviour and impacts, and more effective patterns of interaction are co-designed and embedded, reducing inter-personal tensions and misunderstandings to produce a stream of consistently positive feedback and further business from the client.