

“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, Shaun Smith & Co.

Shaun Smith is an internationally recognized authority on the subjects of customer service, total quality, management, and organizational change. He is the co-author of two best-selling management books: “Uncommon Practice – People who deliver a great brand experience” and “Managing the Customer Experience – turning customers into advocates”. He is also contributing author to the Economist’s “Brands and Branding”. Mr. Smith has spent more than 30 years helping major corporations create stronger customer service organizations. He has consulted to companies such as Westin Hotels, Prudential, Microsoft, Toyota, Disney, Ferrari, Inter-Continental Hotels, SmithKline Beecham, British Airways, Leo Burnett, and Shangri-La Hotels and Resorts.



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Corporations that have benefited from **Persona GLOBAL**'s Programs include:

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