

The logo for Cultural Alignment Process (CAP) features the letters 'CAP' in a bold, black, sans-serif font. A red plus sign is integrated into the letter 'P', positioned at its top right corner.

CULTURAL ALIGNMENT PROCESS

# UNLOCKING

YOUR GROWTH POTENTIAL FROM WITHIN

## PUT YOUR MISSION, VISION & VALUES IN CLEAR SIGHT

A company's culture is of capital importance! From the employees you attract to the clients you serve, your internal and external communications define you. It's daunting to admit, but good leaders know they are responsible for their team's performance. Call it positive mental attitude or team morale, you need it, and it doesn't happen by chance. TE+A's Cultural Alignment Process gives your internal and external communications the attention they deserve and transforms your team's mindset from limiting beliefs to liberating beliefs. Redefine your culture, inspire your staff, attract the best candidates and watch your clients grow.

## SEIZE YOUR CULTURE. WIN THE DAY.

Are you ready to redefine your culture? Blueprint on back.

**TE+a**  
MARKETING

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# OUR COMPREHENSIVE BLUEPRINT HELPS YOU REDEFINE YOUR ORGANIZATION'S CULTURE AND BRAND MESSAGE

## INTERNAL MESSAGE

DEFINE YOUR VISION OF THE FUTURE AND SHARE IT! MOST EMPLOYEES DON'T KNOW WHAT THEIR FIRM'S MISSION IS AND IF THEIR EFFORTS REALLY MATTER.

## EXTERNAL MESSAGE

DOES YOUR CLIENT & PROSPECT PROMISE ALIGN WITH YOUR TEAM'S ACTIONS? DISCONNECTS ON CULTURAL CONDUCT COST BUSINESSES DEARLY.



### CULTURAL ASSESSMENT

It starts with a deep dive and benchmarking of your existing culture. We create an ideal cultural blueprint to guide our efforts and measure effectiveness.



### MISSION. VISION. VALUES.

Defining your mission, vision and values is crucial to establishing a clear cultural way of working together as a team and with clients.



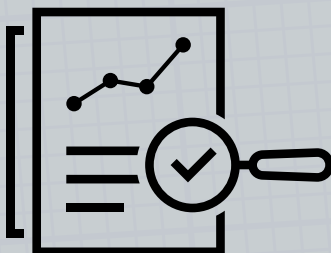
### LEADERSHIP CULTURAL ALIGNMENT

Ensure your mission, vision and values are embraced throughout your firm. We manage leadership team assessments and goal establishing exercises.



### PERFORMANCE METRICS

Don't leave it to chance or waste your resources on a quick fix. Our approach is driven by behavioral science and demonstrates clear results over time.



## CASE STUDIES?

GLAD YOU ASKED - LET US SHOW YOU HOW WE MOVE THE NEEDLE!  
CONTACT BRAD AT...  
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