

## Organisational Health Check-up Services (OHCS)



Dear Concerned,

Greetings and Good Wishes from See Change Consulting, Chennai, India.

It is said that the Success of any Organisation is directly linked to the time they spend on External Marketing vs. Internal Marketing.

While External Marketing can be defined as the Organisation's ability to Map Opportunities to its Capabilities, Internal Marketing can be defined as the time invested by an Organisation in Building Mutual Trust & Respect (or MTR) among its Stakeholders, meaning Employees.



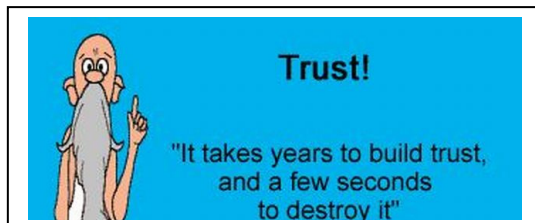
### Organisational Success or **S**

$\propto$

(External Marketing  
/ Internal Marketing) –

It is an inversely proportional relationship as you can see.

The more time the Organisation chases Opportunities and mapping Capabilities, the lesser time it has for Internal Marketing which erodes into MTR.



So what is Trust? **Trust is when you firmly believe that the other person has kept your interest in his heart while making any decision.**



So what is Respect?

**Respect is when your right to think differently in any situation is accepted and taken in a sovereign spirit.**

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The more the stakeholders of the Organisation – the employees – feel that they are “**Trusted**” and “**Respected**” is when the MTR quotient of the Organisation is very high. This allows the employees to focus on what they do best – External Marketing! When an Organisation gets its priorities right, they focus on building MTR and in turn empower the employees to work on “External Marketing”.



The Organisations which lacks this Vision, gets their priorities wrong and focus on “External Marketing” at the cost of “Internal Marketing or MTR”. They pay the price in the longer run as the employees don't feel or stay connected to the Organisation. The Organisation is blinded by short term results and Employees feel a long term disconnect!



### **Yeah – we understand – but what do we do?**

We hear you! This is where See Change Consulting (SCC) comes in. The well proven OHCS (Organisational Health Check-up Services) of SCC measures the MTR pulse of the organisation and gives you a clear overall picture of your current MTR strength (measured on 16 parameters) vis a vis your External Marketing.



This powerful analysis tool, presents a clear picture of where your Organisation is and gives you a clear view of “What needs to be done” to **balance your External Marketing / Internal Marketing Quotient.**

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### What do we measure in OHCS?

1. Accountability
2. Collaboration
3. Leadership & Listening
4. Alignment
5. Adaptability
6. Trust & Respect
7. Empathy
8. Customer service
9. Result Orientation, Performance & productivity



10. Retention
11. Compensation, Rewards & Recognition
12. Creativity & Innovation
13. Internal / External Mentoring
14. Vision, Goals & Strategy
15. Learning and Staff Development
16. DNA / Value Systems

Our engagement with several organisations over a period of time have helped us to evolve this OHCS Model, thus helping Organisations find the real pulse of its stakeholders rather employees.

### What **BENEFITS** do you get as an Organisation from OHCS Survey?

- 1) A simple method of 'seeing' the current state of your organization in its entirety.
- 2) An accurate and easy diagnosis of the health of your organization. What's working? What's not?
- 3) Improving your organisation from "Good" to "Great".
- 4) The hot spots limiting your performance.



- 5) Your strengths to further build upon.
- 6) The progress you're making.
- 7) How to ask better questions, listen more actively, see the big picture, think outside the box, avoid costly fads, forgive mistakes, and recognize "Organisational Success" more easily.

**In other words:** Improving the MTR climate is likely to offer significant benefits in your organization's ability to meet its External Marketing needs (comprised of your Vision, Mission, Goals & Plans and hence contribute to your Organisation's Financial Health).

Organisational Health Check-up Services – OHCS  
**You will Believe it, When you Experience it!**