



Corporate Assessment: Auditing a Company's Personality

Adrian Furnham, Barrie Gunter

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In an increasingly competitive and volatile business world, companies need to be able to respond effectively to changing circumstances. Mergers and takeovers, evolution from public to private enterprise, and the introduction of new styles of management are all examples of organizational changes which can have a profound influence on the operations of a company and more especially upon the attitudes, motivation and commitment of its workforce. More and more, management teams in companies need to know how to handle change and in particular how to assess its impact on the satisfaction and performance of employees.

"Corporate Assessment" looks at four types of company audit and provides a pragmatic, readable guide for managers. The authors show how assessment of a company in terms of culture, climate, communications, and customers can enhance management vision and lead to recommendations designed to improve employee satisfaction, motivation, loyalty and performance. They provide insight into the kinds of measurement tools and assessment techniques that are available and give recommendations for the use of these instruments and for how best to utilize the information they can produce.

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