

IMAGINATION™

AERION TECHNOLOGIES

CASE STUDY

Top Team OGI® Culture Diagnostic

Problem

Aerion is a small, agile & entrepreneurial development & software company based in Melbourne, Australia. They provide innovative development solutions to companies across different industries. Seeking to effectively advance their vision to achieve a 33% growth goal & 20% profit margin, they contracted ImagineNation™ to conduct an online cultural assessment to measure & assess their current ability to adapt, grow & achieve these business goals.

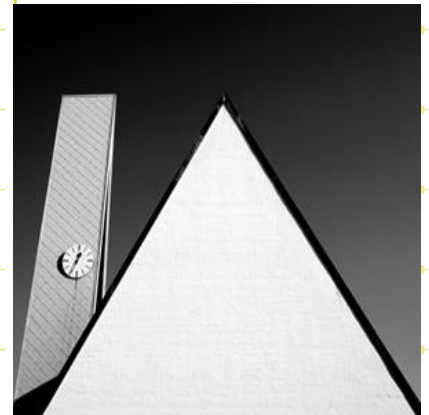
What we did

Conducted an OGI® online survey across the executive team & software developers to identify;

- > Key supporting factors (mindsets & orientations) enabling delivery of their profit & growth goals.
- > Key constraining factors (mindsets & orientations) potentially inhibiting the delivery of their profit & growth goals.
- > Recommendations for improving overall business performance & growth.

What we achieved

- > Provided the hard data revealing that the business was at an inflection point in the business cycle creating the necessity & urgency for the development of a strategic focus.
- > Determined that, as a Tier 4 organisation, Aerion's current level of ability would give them a 16-18% growth rate which is 15-17% below their desired 33% goal.
- > Determined that as a Tier 4 organisation, with Aerion's current level of ability they would have difficulty in achieving their desired 20% increase in profitability
- > Built buy-in & ownership to develop a strategic focus towards developing the mindsets & orientations required to develop their ability to achieve their profit & growth goals through unleashing people's innovation potential, developing leadership & culture, as well as engaging people in collaboration & teaming.
- > Outlined a plan for disciplined growth through the development of a blue ocean business model to shift their strategic focus from being innovation designers towards become client centric solutions providers.



"ImagineNation™ provided our business with a clear understanding of the limiting factors that were holding us back from taking our business to the next level. Through the OGI® Culture Diagnostic we were able to survey our staff & garner powerful insights. Janet guided us through the results, highlighting key areas to focus on that would drive our business forward. As a result, we have worked with our team to foster a new vision & direction for our business. With everyone on the same page, our culture has significantly shifted, the team has greater meaning & purpose and are taking ownership for the success of the organization".



ANDREW ROMEO

Co-Founder & Software Consultant

