

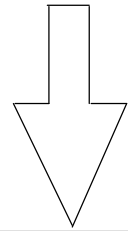
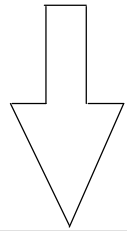
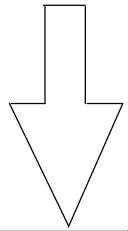
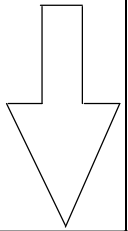
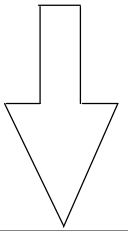
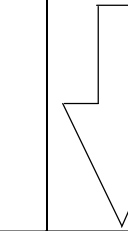
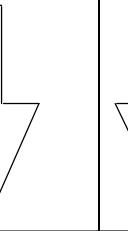
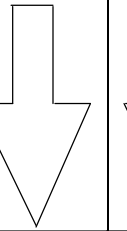
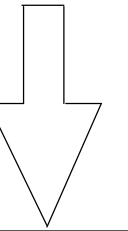
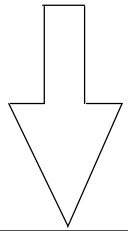
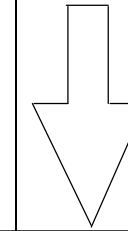
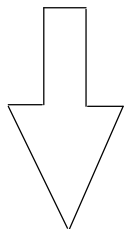
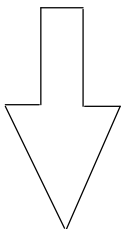
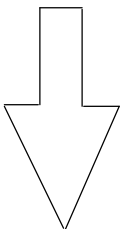
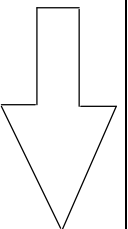
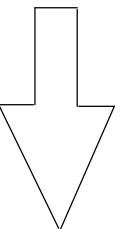
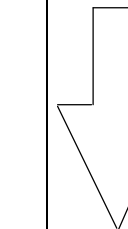
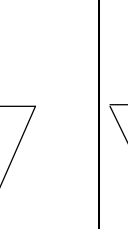
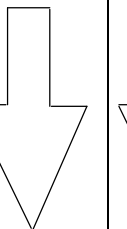
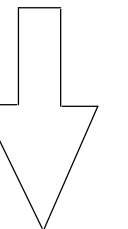
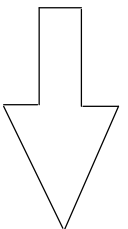
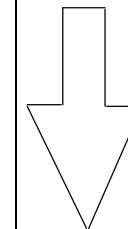
CULTURE DIMENSIONS	MISSION	ETHICS	QUALITY	HEALTH & SAFETY	MAIN & SUBCONTRACTOR RELATIONSHIPS	RESEARCH & DEVELOPMENT	INNOVATION	HUMAN RESOURCE MANAGEMENT	CUSTOMER ORIENTATION	BENCHMARKING	
											
EFFECT	-insure unanimity of purpose -arouse positive feelings -provide direction	-organizational integrity -fairness -accountability	-organizational integrity -fairness -accountability	-injury & disease free workplace -reduced absenteeism -lower compensation cost	-closer working relationships -co-operation -improved communication channels	-development of products & processes -development of new management techniques -use of cutting edge technology	-productivity -quality -value for money	-motivation -participation -advancement	-satisfied clients -repeat business -better communication channels	-achievement of industry best practise -increased competition -efficiency	
											
OUTCOME	IMPROVED BUSINESS PERFORMANCE										

Table 2.1 : Corporate Culture Business Performance Link Model