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SI 501 02 04: Use of Information

Assignment 4: Individual Consolidated Model

12 November 2006

Culture Model for ForeSeeFive Client

Interview Details

1) October 9th; 9:00-10:00am (*Garin, Rebecca*)

Interviewees: Marilyn, Honey Bunny, Jules, Pumpkin, Vincent (Sales Team)

2) October 16th; 12:30-1:30pm (*David, Jack*)

Interviewee: Mia (Marketing Team)

3) October 25th; 1:30-2:30pm (*Kate, Rebecca*)

Interviewee: Zed (Field Sales Representative)

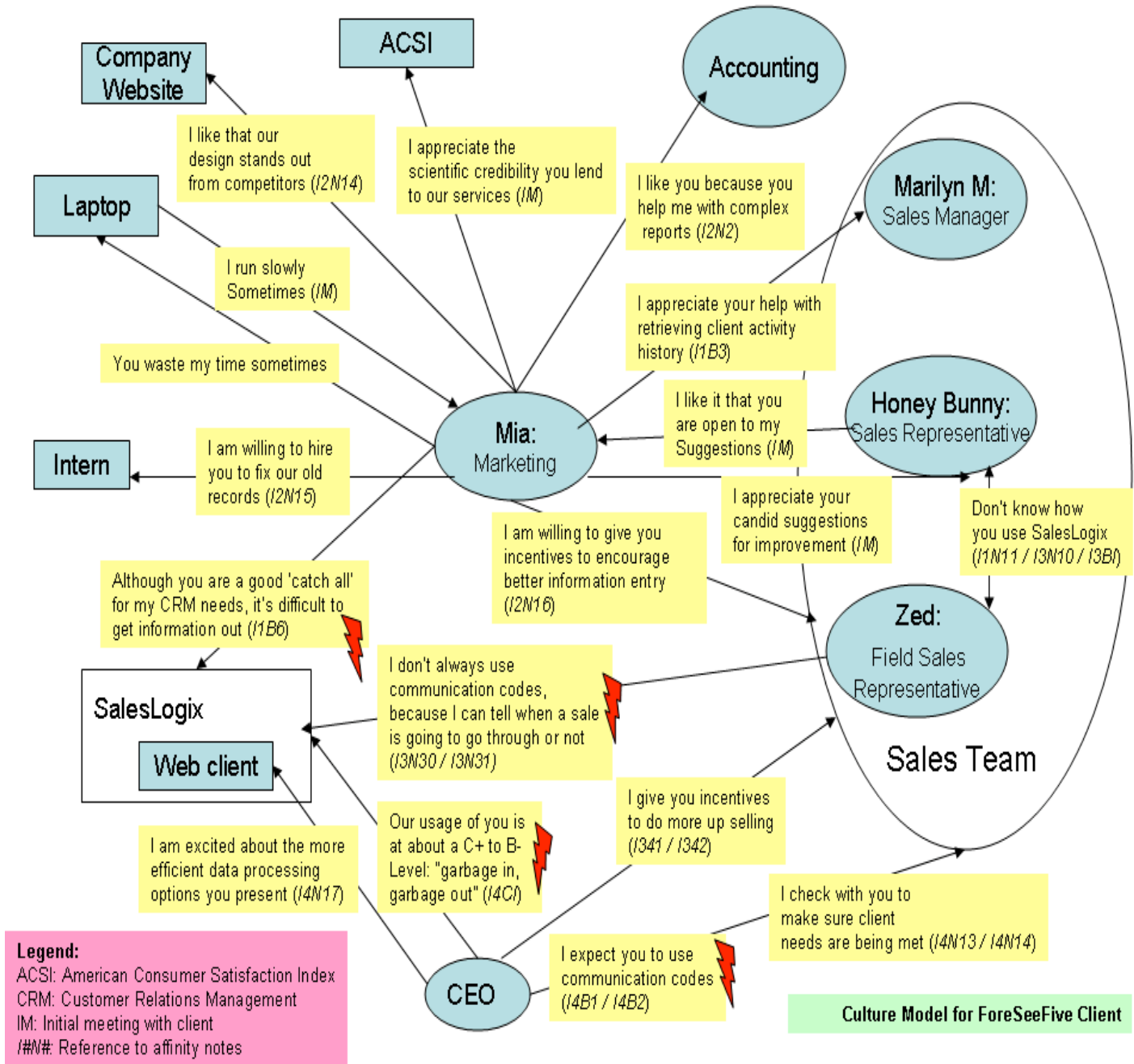
4) October 30th; 2:00pm (*Garin* - emailed clarification questions)

Interviewee: Mia, Marilyn (Marketing and Sales Managers)

5) November 1st; 9:00-9:30am (*David, Jack* -phone interview)

Interviewee: Marsellus (CEO)

The Culture Model



Background and Context of data:

My group is evaluating the gathering, storing and use of contact information in a local company. Since our first visit and subsequent interviews with our client, we have noticed certain cultural themes that we believe will be useful to consider when making our recommendation.

The main themes, in no particular order, are as follows:

- Use of incentives to improve performance
- An ends-over-means approach to working
- A commitment to deliver a high quality service

The culture model above captures these themes using data from the interviews and observations. On the diagram, I have indicated breakdowns (lightning bolts) – these are breakdowns or frustrations either directly mentioned or intimated by the client.