



WHITE PAPER - DECEMBER 2005

A CEO's Experience With Deep Dialogsm

By Ira Kerns,
Managing Director, GuideStar Research
www.guidestarco.com, 212-426-2333

Communication Metrics that Matter

When turn-around CEO Richard Lindenmuth was brought in to rescue a troubled company, he “had to make fast decisions and get to the bottom of things quickly.” What makes Lindenmuth’s success story of interest to communications professionals? Of the few careful investments Lindenmuth chose to make on the front-end of his work, there was the decision to partner with GuideStar Research to conduct a company-wide Collaborative Deep Dialog Audit.

Deep Dialog, developed by Dr. Howard V. Perlmutter (Emeritus Professor, The Wharton School, University of Pennsylvania) is a unique measurement and diagnostic system, statistically proven to determine the quality, health, and productivity of an organization’s most important business relationships. Deep Dialog scores are analyzed against the findings in a normative database of more than 30,000 cases worldwide. Deep Dialog Audit scores are available to clients 24x7 in GuideStar’s online reporting center.

A Quick International Operations Assessment

In this case, Lindenmuth required a quick assessment of the strength of the relationships across the company’s international operations in North America, Latin America, Europe, Asia, and Australia. As a brief, on-line survey, available in multiple languages, Deep Dialog was easy to administer.

Lindenmuth: “I needed some on-the ground information so that I could start making some business judgments immediately and have a guide for consistency and long-term direction. You don’t have time to be wrong. With the results of the Deep Dialog, I gained insights not only about region to region differences in attitudes and operations, but also factory employees as compared to management and so forth...Information flow is much better now. In a relatively short period of time, I was able to bring the company back to a modest level of profitability. Deep Dialog results made that happen faster and better.”

Get More Information

For more information about Deep Dialog Audits, contact Ira Kerns at GuideStar Research: 212-426-2333, or visit www.guidestarco.com and www.deepdialog.com.