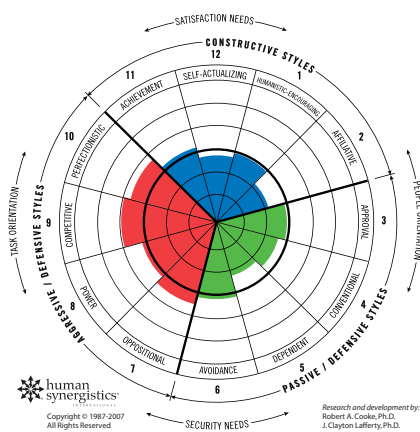




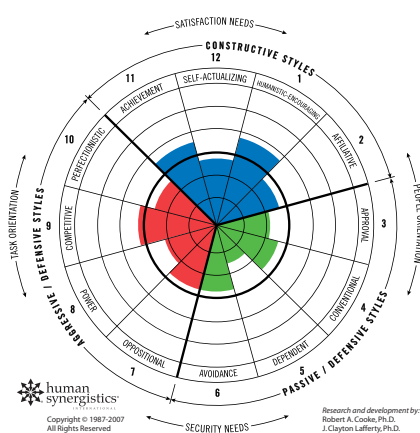
MAXXIUM

### Culture Survey Results

#### Organisational Culture Inventory Test (2005)



#### Organisational Culture Inventory Re-Test (2007)



Maxxium Worldwide purchases spirits and wines directly from brand production companies, and sells them to retail and wholesale customers in 35 countries.

By consistently using the full suite of Human Synergistics' tools, Maxxium has integrated the language and aspirations of a Constructive Culture into the working lives of its people and the way they do business. Maxxium used an organic approach to delivering a transformation, focusing on the way the organisation communicated to and motivated its family of employees. At the same time, it tackled head on those issues that threatened to destabilise its journey.

This focus on improving culture and leadership has contributed to double digit growth, increased profit, staff retention and staff satisfaction.

<b>Industry</b>	Fast Moving Consumer Goods (FMCG)
<b>Customers</b>	National network (Australia and New Zealand)
<b>People</b>	250
<b>Assets</b>	N/A
<b>Revenue</b>	N/A
<b>CEO</b>	Rebecca Dee-Bradbury (2001-2006); Iain Abercrombie (2006-2007); Richard Wonders (2007-Present)
<b>Internal Change Agent(s)</b>	Simon Youngs – Head of Organisational Development; Executive Team; Human Resources Team
<b>External Change Agents(s)</b>	Tony High – Insight Learning; Peter Fuda and Leanne Myers – PCD
<b>HSI Tools Used</b>	Organisational Culture Inventory™ (OCI) (Preferred and Actual); Organisational Effectiveness Inventory™ (OEI); Life Styles Inventory 1&2™ (LSI); Leadership/Impact™ (L/I)
<b>Outcomes</b>	Double digit growth, increased profit, staff retention and satisfaction