

# The Appriser

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## ***Profit Environment* case studies: the window is open**

**—Randal Dick, PhD  
Executive Consultant**

It is possible to read and adjust the *Profit Environment* of an organization.

Are you unfamiliar with the term *Profit Environment*?

*Profit Environment* arises out of decades of work done by the [Gallup Q12 Consulting](#) that demonstrates linkage between client service and company profitability. This work also showed that the direct report has the greatest influence on employee well-being, which in turn drives client service. [David Maister](#) carried the finding further, proving that eight factors drive client service and company profits.

Under the auspices of Design Group International™, I'm completing the due diligence for a *Profit Environment* measurement tool. We committed to a minimum of five case studies across varied organizational types, done at greatly reduced cost, in order to be able to use the results for educational and promotional purposes. Design Group International™ gains no value from this work unless the client company actually realizes an increase in financial performance tied to the insights provided by *Profit Environment* and resulting change. No-one can guarantee increased financial performance, of course, but we believe in the power of this tool enough to make this investment.

Does this possibility intrigue you? Ask yourself this question: *Is it possible, probable even, that your organization might realize a double-digit increase in financial performance?*

Room remains for a couple more organizations to participate during this window of time in which we conduct the case studies. If you believe your organization could benefit, please contact me at [randald@designgroupintl.com](mailto:randald@designgroupintl.com).

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*To learn more about Design Group International's approach to organizational development, click [here](#) for our free resource: [The Tao of Action-Reflection](#).*

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