



# American Baptist Churches USA

## Church Renewal & Organizational Development

Instrument Title: **Organizational Branding**

Consultant: C. Jeff Woods, Ph.D., Newark, Ohio

740-364-0362, Jeff.Woods@abc-usa.org

The OTCI (Organizational and Team Culture Indicator) is a newly developed instrument for assessing organizational culture. Based upon archetypes, the assessment uncovers “storylines” within the organization that go deeper than commonly held core values. The assessment will reveal the most common storyline within the organization as well as the organization’s predominant way of stabilizing, relating, learning, and achieving.

Recently, a study was conducted of the strongest ad campaigns in the U.S by Young & Rubicam, Inc., and it was discovered that the top fifty campaigns all had an identifiable archetype. Further, those who were most true to that storyline were more successful. This instrument is designed to help an organization identify an appropriate storyline that could lead to a successful branding campaign for the company.

The OTCI is a restricted instrument. Woods received his certification to administer and interpret the instrument in 2005. A scoring fee of \$125 + \$6 per respondent is required by the distributors of the OTCI instrument. Additional information about the instrument is available from [www.capt.org](http://www.capt.org).