

Build with purpose

Shaping the future before you live it

WHAT THIS IS ABOUT

You have a solid structure, a documented pay structure, a clear position relative to the market — and yet strategic decisions are still made on instinct. Not because data is missing, but because there is nowhere to test what happens *if*...

IN THIS BROCHURE YOU'LL DISCOVER

- 1 how to stress-test a strategic decision before you commit to it — and see the consequences before they materialise
- 2 what the real organisational climate is telling you beyond the numbers, and why it matters for performance
- 3 how next year's strategic objective translates into a concrete gap calculation against current capability
- 4 how to model restructuring, expansion or shifts in direction on real data — not assumptions
- 5 why your organisational development plan should be derived from your own data — and how it maps the concrete steps of growth
- 6 how JobGrade becomes a continuous modelling partner, not a report provider whose outputs gather dust
- 7 what operational deliverables you receive and how each one opens an additional layer of clarity and control
- 8 how to extend the foundation already built in previous stages with the layer that was missing — conscious modelling of the future

VERSIUNEA ONLINE

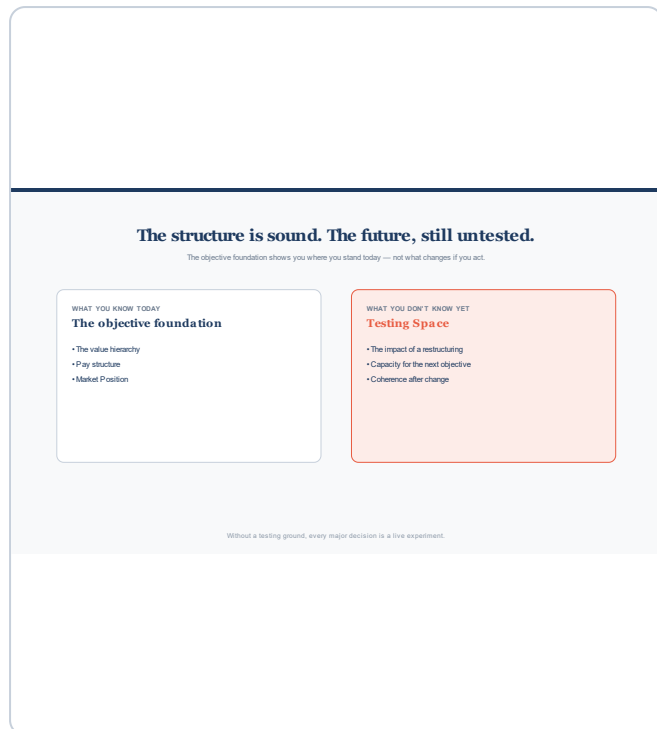
Scanează pentru broșura interactivă — cu voce, film și grafice care se ivesc la scroll.



01

The structure is solid. The future, still untested.

The objective foundation — the hierarchy, the pay structure, your position relative to the market — tells you where you stand today. It does not tell you what happens if you open a new department, restructure a team, or if next year's strategic objective demands more than the current organisation can deliver.



- Strategic decisions are made on the basis of what you know about today — not what you can calculate about tomorrow.
- Between intention and consequence, there is an interval that intuition alone cannot bridge
- Without a space for testing, every major decision becomes a live experiment

IN DEPTH

"We're launching a direct sales department" is a decision that implies new roles, new competency requirements, pressure on the pay structure, and an impact on cultural coherence — all at once. Without prior testing, you discover the consequences after they have already materialised, not before.

An experienced executive's intuition is genuinely valuable — but it carries a structural limitation: it cannot simultaneously calculate the effect of a single decision on organisational climate, on the gap between stated and lived values, on the capacity to deliver a given objective, and on the compensation budget. These are interdependent variables. Intuition processes them in sequence; modelling processes them at once.

A live experiment means the organisation absorbs the cost of the error — in time, in energy, in people who leave or quietly disengage. That cost appears in no report until it has already been incurred. Prior modelling makes it visible before it materialises.

If the foundation is sound and the future remains untested, the question that follows is a precise one: what can you actually model — and what data do you start with?

02

Climate and coherence — what never shows up in the numbers, yet shapes every performance outcome.

Temelia obiectivă îți spune ce valorează fiecare rol — dar nu îți spune cum se simte munca în organizație și dacă ce afișezi pe perete corespunde cu ce trăiesc oamenii zilnic.

Before you model the future, you need a clear reading of the present: how the organisation actually functions beyond its formal structure — what climate genuinely exists, and how closely what the company says aligns with what it does.

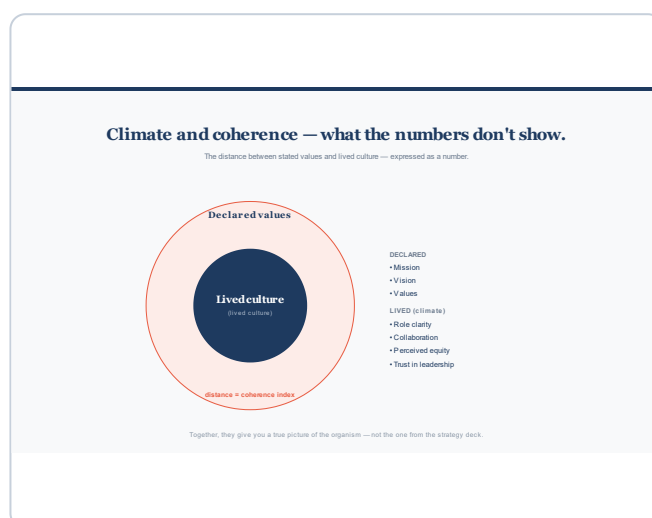
- Organisational climate is the early signal of problems that will only surface in performance data months later.
- The coherence index measures the distance between stated values and lived culture.
- Together, these two measurements give you an accurate picture of the organisation as a living system — not the version presented in the strategy deck.

IN DEPTH

Climate is measured along concrete dimensions: role clarity, quality of collaboration, perceived fairness, and trust in leadership. A low score on role clarity today means reduced productivity three months from now — not because people lack commitment, but because they don't know precisely what is expected of them. The climate report gives you the signal before the problem shows up in the numbers.

Declared-versus-practised coherence is the distance between "our values are collaboration and transparency" and what the actual climate reveals along those same dimensions. When stated values are absent from people's day-to-day experience, the organisation operates with an internal fracture — one that carries a real cost in engagement, retention, and capacity for change. The coherence index puts a number on that distance.

The two reports — climate and coherence — are not HR documents destined for a drawer. They are the map from which every development decision departs: you know what is working, what is fractured, and where an intervention will have the greatest effect. Without that map, a development plan is a list of intentions, not a route.



With a clear picture of the present, the question that truly matters comes into focus: is your organisation capable of reaching the objective you have set for it?

03

The strategic objective enters the analysis — and receives a concrete answer.

Știi cum se simte organizația și unde e fractura dintre declarat și trăit — acum vine întrebarea pe care orice plan strategic o presupune, dar rareori o calculează: structura ta actuală poate să ducă obiectivul pe care ți l-ai propus?

The pressure engine connects the strategic objective to the organisation's structure — its reporting lines, processes, and performance indicators — and to what each person within it is both able and willing to do. The output is not an opinion; it is a calculated gap between where you are and where you need to be.



- The strategic objective is translated into concrete requirements for structure, roles, and people.
- The engine calculates the pressure on each component and identifies the gap relative to current capacity.
- Projection becomes calculation, not aspiration — and reveals where intervention is needed before the objective is missed

IN DEPTH

"We grow revenue by 30% in 18 months" is not only a financial objective — it is a requirement placed on the sales structure, on operational capacity, on support processes, and on the competencies the organisation either has or does not have today. The engine translates the objective into concrete requirements and compares them against what currently exists in the structure. The gap is visible before execution begins.

Pressure on every component means that if the objective demands a delivery capacity the operations department does not yet have, the report shows exactly that — not a vague estimate of "we need more people," but a specific requirement for roles, competencies, and processes. The intervention becomes plannable.

The gap against current capacity is the document from which recruitment, development, and restructuring decisions depart. You do not rebuild the analysis at every decision point — it is already there, derived from the strategic objective and grounded in the organisation's actual structure.

The gap calculation shows where you are relative to where you intend to be — but before you act, you can test what happens if you choose one direction over another.

04

You test a direction before you take it — and see the consequences before you produce them.

Decalajul e calculat și direcțiile posibile sunt vizibile — acum vine momentul în care poți testa ce se întâmplă dacă alegi una dintre ele, fără să o aplici pe organizația reală.

The strategic decision simulator lets you test the impact of a decision — restructuring, expansion, a change of direction — on culture, on objectives, and on organisational capacity, before you confirm it. Not a prediction, but a calculation of consequences on real substrate: your organisation's own data, not industry averages.

- Every scenario runs on the organisation's real data — climate, coherence, structure, performance indicators
- You can build parallel scenarios and compare them against the confirmed baseline — not against untested assumptions
- The testing space is separate from the confirmed structure — you run variants without touching the core documents
- The decision remains yours — the simulator only reduces the uncertainty your reasoning is built on

IN DEPTH

"Real data" means the simulator does not work with industry averages or generic estimates — it works with your organisation's measured climate, the coherence index calculated against your declared values, and the role structures and indicators you have on record. The simulated outcomes are outcomes for your organisation, not for a notional average in your sector.

Comparing against the confirmed baseline — not against other scenarios — gives you a stable reference point. If scenario A and scenario B both produce a deterioration in team cohesion, you see both measured against the same reference: the current documented state. Deviations are measured, not estimated.

Keeping the testing space separate from the confirmed documents is a concrete safeguard: no scenario under review modifies the climate reports, the coherence assessments, or the development plan — until you decide that a scenario becomes a decision. Testing is repeatable, without risk.

"Reduces uncertainty" is the precise formulation — it does not eliminate it. A strategic decision always involves variables no calculation covers completely. What you gain is that the calculable variables are calculated, and the decision starts from what you know, not from what you assume.

You test a direction before you commit to it.
Scenarios built on the organisation's actual data — benchmarked against the confirmed baseline.

INDICATOR	Status confirmed	Scenario A	Scenario B
Climate	benchmark	= stable	decrease
Team coherence	benchmark	deterioration	= stable
Capacity, objectively	benchmark	covered	covered

The decision remains yours — the simulator only reduces the uncertainty beneath the reasoning you build on.

Scenarios are built and compared — what remains now is what you produce from them: a concrete development plan, not a list of intentions.

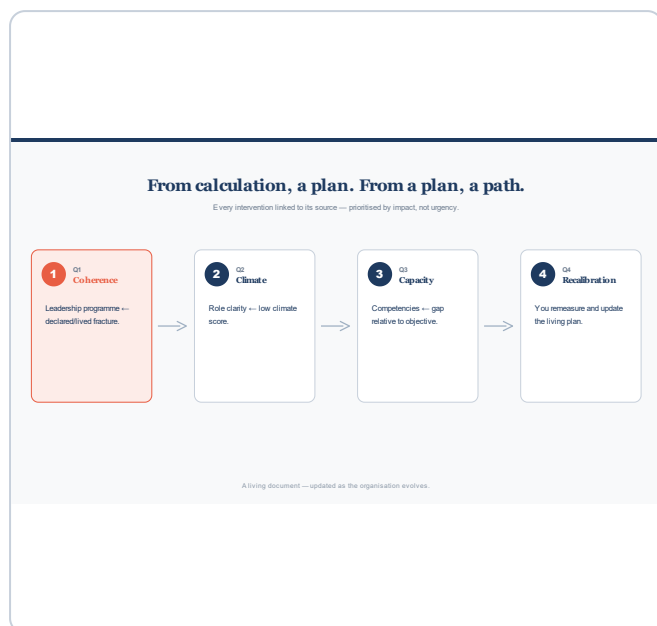
A development plan shows the way forward — but the journey only makes sense when the organisation and the platform move through it together, rather than letting the report close and collect dust.

05

From calculation comes a plan. From a plan, a path.

Scenariile au fost testate și decizia are acum un temei calculat — ceea ce urmează e să transformi acel temei într-un plan concret de acțiune, nu într-un document care se prăfuiește.

The organisational development plan — included as standard — is not a list of aspirations. It is derived from the coherence index, the climate report, and the requirements of the objectives engine: each concrete growth step begins with what is fractured today and what tomorrow's objective demands.



- The plan connects every intervention to its source — a coherence fracture, a capability gap, or a climate signal.
- Interventions are prioritised by calculated impact, not perceived urgency.
- The plan is a living document — it is updated as the organisation evolves and the underlying data changes.

IN DEPTH

"Connects every intervention to its source" means that if the plan proposes a leadership development programme, the source is visible: the coherence index reveals a fracture on the dimension of "leadership as lived versus leadership as declared," and the climate data shows a low score on "clarity of direction." The intervention is not a good idea someone had. It is the answer to a measurement.

Prioritising by calculated impact rather than perceived urgency produces a different order than intuition would. A coherence fracture at the level of the organisation's core values may feel less urgent than a recruitment bottleneck — yet its effect on the capacity for change is greater and more durable. The calculation makes that difference visible.

"Living document" means the plan is not a point-in-time deliverable — it is the structure that is updated when the climate is remeasured, when a strategic objective shifts, or when a simulated scenario becomes a confirmed decision. The organisation's evolution is recorded, not restarted from scratch at every planning cycle.

06

The organisation and the platform grow in step — the process matters more than the deliverable.

Planul de dezvoltare e construit și intervențiile sunt prioritizate — dar valoarea reală nu stă în documentele produse, ci în ce face organizația cu ele în timp.

This phase does not produce a report that sits on a shelf. It produces a process of continuous calibration. The climate is re-measured, coherence is recalibrated, objectives evolve, and the plan is updated. The platform remains active across every cycle — it does not deliver a report and disappear.

- Each measurement cycle adds a layer of data — the organisation builds a clearer understanding of itself over time.
- Coherence between stated values and lived practice is not a fixed state — it is a property that must be actively cultivated, cycle after cycle.
- Future strategic decisions begin from a documented, tested foundation — not from reconstructing the picture from scratch.
- An organisation that knows itself well adapts more quickly — because decisions are grounded in data, not in assumptions.

IN DEPTH

"A layer of data over time" means that after the second climate measurement cycle, you have a comparison: what has improved, what has held steady, what has declined. Not a snapshot — a visible trajectory. The decision to continue or adjust an intervention is driven by data, not by the impression that things are "going better."

Active coherence cultivation means the coherence index is not a one-time diagnostic — it is a continuous calibration instrument. When an organisation adopts a new value or shifts a strategic priority, coherence is recalibrated: what the company says now against what it does now. Fractures are detected early, before they become entrenched.

A documented, tested baseline means every future strategic decision starts from a known position, not a reconstruction. When an acquisition opportunity arises, a geographic expansion, or a major reorganisation, the climate data, coherence index, objective capacity, and tested scenarios are already in place — they do not need to be rebuilt under the pressure of the decision itself.

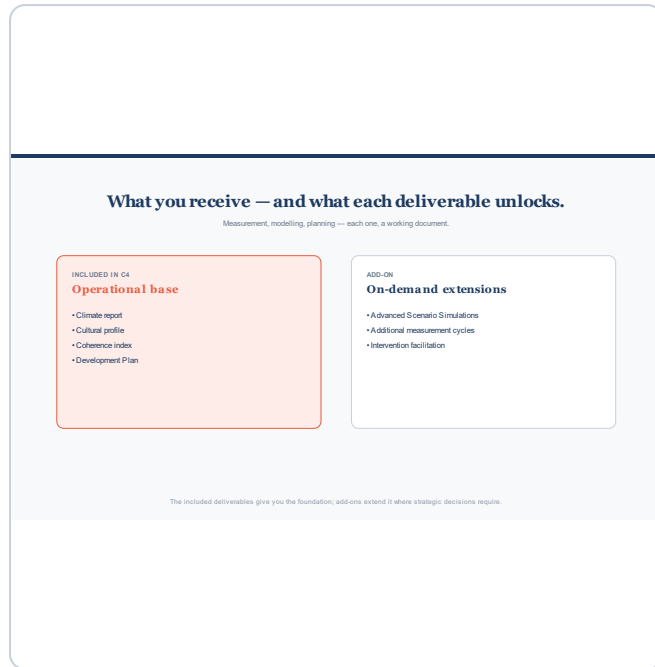
Adaptability to change is not a function of size or resources — it is a function of self-knowledge. An organisation that knows where it is fractured, what it can sustain and what it cannot, and that has stress-tested its directions before committing to them, adapts faster and at lower cost than one that discovers all of this mid-change.

07

What you receive — and what each additional deliverable opens up.

Co-evoluția e procesul — livrabilele incluse sunt punctele de ancorare concrete din care procesul pornește și la care se întoarce la fiecare ciclu.

The deliverables cover measurement, modelling, and planning: the climate report, the cultural profile report, the coherence index, and the organisational development plan. Each is an operational document, not a presentation deck.



- The organisational climate report — the early signal, remeasurable at every cycle
- The cultural profile report — how the organisation actually functions, beyond its stated values
- The coherence index report — the gap between what is declared and what is lived, with a number and a source
- The organisational development plan — interventions prioritised by impact, with each source visible

IN DEPTH

The climate report is not an engagement survey — it is a measurement across dimensions with demonstrated impact on performance: role clarity, quality of collaboration, perceived equity, trust in leadership. Each dimension's score is traceable to the questions that generated it — full traceability, not an opaque average.

The cultural profile report shows how the organisation makes decisions, how it handles conflict, how it treats innovation, and how it responds to pressure — not what it declares it does, but what it actually does. The profile is derived from observable behaviours, not socially desirable responses.

The coherence index puts a number on the gap between declared values and lived culture — and shows which dimensions carry a significant distance. Not a global verdict of "coherent / incoherent", but a map of specific fractures, each with its source.

The development plan connects every intervention to its source in the reports above: not "we are running a leadership programme" in the abstract, but "we are addressing the coherence fracture on dimension X, signalled by climate indicator Y, with a calculated impact on objective capacity Z". Every step has an origin and an expected effect — both visible.

The included deliverables give you the foundation — the optional deliverables extend it where your strategic decision calls for it.

08

The foundation is complete. The next step is yours to open.

Livrabilele sunt clare și procesul e definit — acum rămâne un singur lucru: să începi, cu datele pe care le ai deja.

This stage builds on what you have already established — the hierarchy, the pay structure, the market positioning — and adds the layer that was missing: deliberate modelling of the future. You are not starting over; you are extending a foundation that is already documented and tested.

- The input to this stage is what you already have — the vision, mission, values and documented structure from the preceding stages.
- The first concrete step is an organisational climate assessment — the measurement from which all modelling begins.
- Each subsequent cycle adds a layer — the organisation comes to know itself more clearly and makes better-informed decisions.

IN DEPTH

"What you already have" means there is no separate implementation project to complete before you can begin. Vision, mission and values — if documented — feed directly into this stage as inputs. If they have not yet been formalised, the first step is to define them: this is the only point at which you build something new before any measurement takes place.

The organisational climate assessment is the first deliverable that produces new data — data about your organisation, not about an industry average. From that data flow the coherence index, the objectives engine and the development plan. Sequence matters: first you measure, then you model, then you plan.

Each subsequent cycle — a fresh climate measurement, a recalibrated coherence index, a new scenario simulation — adds a layer to the same structure. You do not start over; you update. An organisation that completes several cycles does not accumulate more documents — it develops a deeper understanding of its own dynamics and makes decisions that are more firmly grounded in reality.

