

GuideStar Research / Communication Metrics that Matter: The Collaborative Deep DialogSM Audit from GuideStar Research

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 communication 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 DialogSM Audit.

“In a relatively short period of time, I was able to bring the company back to a modest level of profitability.”
 —CEO Richard Lindenmuth

Deep DialogSM, 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 DialogSM

scores are analyzed against the findings in a normative database of more than 30,000 cases worldwide. Deep DialogSM Audit scores are available to clients 24x7 in GuideStar’s Online Reporting Center.

In this case, Lindenmuth required a quick assessment of the strength of the relationships across the

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For more information about Deep DialogSM Audits, contact Ira Kerns at GuideStar Research

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company’s international operations in North America, Latin America, Europe, Asia, and Australia. As a brief, on-line survey, available in multiple languages, Deep DialogSM 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 DialogSM, 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 DialogSM results made that happen faster and better.” ■

