



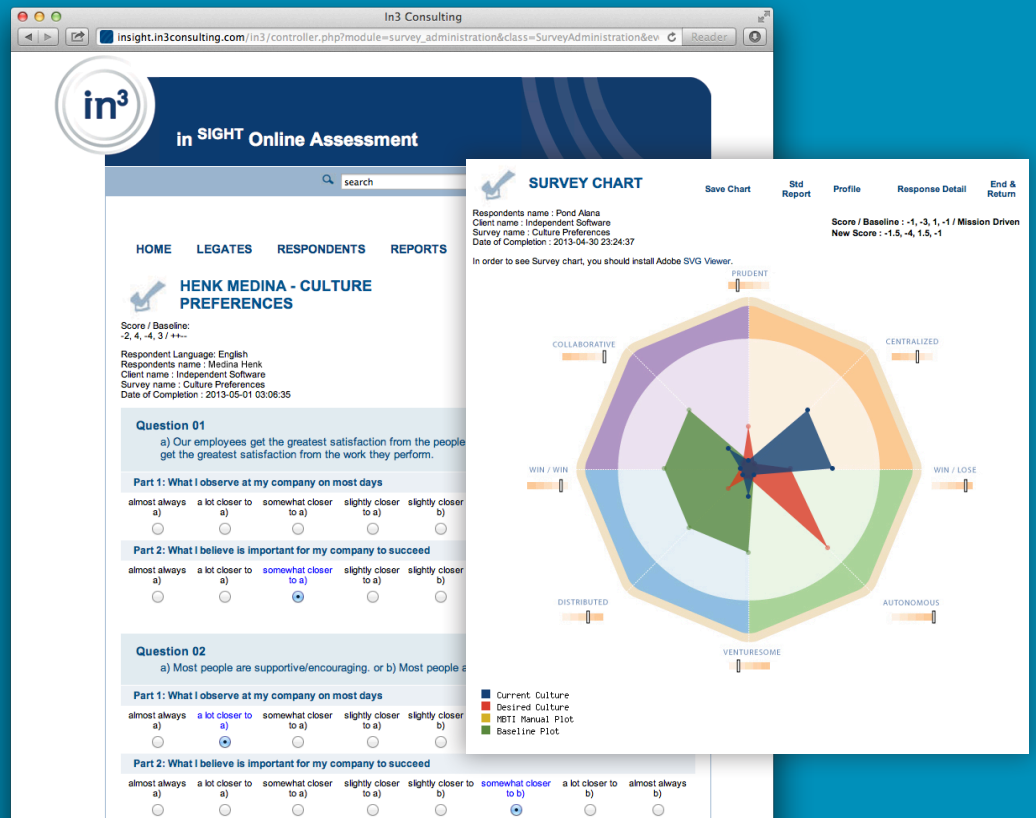
Don Jastrebski,
President of
in³ Consulting

The Challenge

For organizations, measuring the culture of a team – and how well a prospective team member will fit into that culture – is both essential and extremely difficult. Don Jastrebski founded his company, in³ Consulting, to help organizations with precisely that challenge, based on a unique method called Culture Mapping. As the company grew, Don needed a web application that would productize this complex method and allow his company to scale up without adding costs and personnel. To build this company-transforming product, he chose Independent Software.

Our Work

Working closely with Don and his team, Independent Software developed a web application that automates and optimizes the in³ mapping evaluation method. The tool, called inSIGHT, leads employees through a series of survey questions, which are then compared, charted, and mapped within the application according to the FIT algorithm. We developed it using the LAMP stack as well as front-end technologies (HTML, CSS, Javascript) for the UI. We also implemented a foreign-language-mapping tool, so that the application can be deployed to employees of multinational and international clients.



The Result

With a fully functional web application that automated his innovative evaluation approach, Don and in³ added an important SaaS dimension to their company. Productizing their consultancy created the potential to scale up rapidly and minimize cost. Their already-impressive list of clients grew, including several large multinationals. Now, these clients are benefiting more quickly, more efficiently, and at a larger scale from Don's unique approach to evaluating organizational culture.

