

The 4C Diagnostic

A rapid organisational diagnostic revealing the hidden dynamics limiting organisational effectiveness.



Psychology & Motorsport

Performance science from psychology and motorsport



Peer-Reviewed Research



22-Minute Diagnostic

Minimal participant effort



Enterprise Scale

Scales from 6 to 2,000+ participants



Actionable Insights

Turns diagnostic insights into targeted action

What Most Assessments Miss

Think of an organisation like an aquarium.

Most assessments measure the fish.

The 4C Diagnostic measures the water they swim in.



Typical Assessments

Individual assessments

Assess individuals

- Personality (MBTI, DISC, Hogan, Insights)
- Leadership behaviours

Culture & Engagement

Measure organisational sentiment

- Engagement scores
- Employee sentiment



The 4C Diagnostic

Focus on the system of performance

Reveals hidden gaps in how teams operate:

- Decision-making clarity
- Accountability structures
- Communication patterns
- Cross-team collaboration

Because systems shape performance.

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Evidence-Based Diagnostic

Organisational psychology and performance science applied to real organisational challenges.



Peer-Reviewed Research

- Published in the *Organizational Development Network* journal
- Designed to minimise interpretation bias
- Grounded in organisational psychology research and practice

 Pozzali, V., & Jomaa, T. (2025). *Unveiling unconscious dynamics: The 4C model for organizational culture and team assessment*. *OD Review*, 57(2), Summer 2025



High-Performance Origins

- Integrates organisational psychology and motorsport performance science
- Focus on decision clarity and team dynamics
- Designed for high-pressure environments



Cross-Cultural & Practical

- Available in multiple languages
- Adaptable to different organisational contexts
- Integrates with tools such as DISC when useful

Peer-Reviewed. Field-Tested. Bias-Resistant.

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The 4C Diagnostic Process

A rapid, evidence-based assessment of team effectiveness.



Set-Up

Leadership context call
Virtual session (~60 minutes)



Diagnostic

Online diagnostic
(22 minutes)



Analysis

Analysed against your
strategic priorities and context



Reports

Executive summary
Full report



Strategic Debrief

60-minute strategic session
Optional half-day strategy workshop



Executive insight delivered
within 3 business days



Executive time required:
under 3 hours

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Where the 4C Diagnostic Creates Value



HR Leaders

See where culture slows performance.



Coaches & Consultants

Turn sceptics into participants.



Training Providers

Turn one-off training into long-term development.

BENEFITS

- ✓ Bring data into leadership decisions
- ✓ Move from symptoms to root causes
- ✓ Design interventions grounded in team dynamics
- ✓ Align culture and people with organisational priorities
- ✓ Measure progress over time for effective ROI

Because high performance starts with how teams work together.

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From Diagnosis to Action

Context

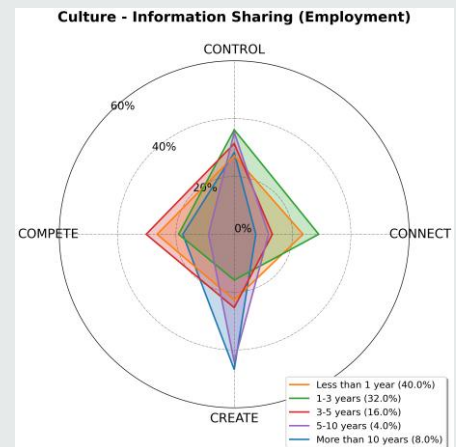
A consulting partner approached us while supporting a growing service organisation where innovation initiatives were repeatedly stalling between teams despite leadership commitment. Initial discussions focused on communication training to break silos.

Diagnostic Insight

The 4C diagnostic revealed that the challenge was not individual capability, but misaligned cultural experiences across the organisation.

Key findings:

- Control-dominant culture limiting experimentation
- Communication dynamics below 40%, lowest across all traits
- Innovation perceived differently across organisational roles
- **Newer employees experienced a more controlling culture, while long-tenured staff perceived greater openness and flexibility**



From Diagnosis to Intervention

Rather than delivering communication training, the consulting partner redesigned the intervention based on the diagnostic findings.

- **Onboarding redesign:** working with HR to ensure new hires experience a culture of initiative and open challenge from the start.
- **Leadership & team coaching:** helping executives and teams shift from control-driven decisions toward experimentation, feedback, and cross-team collaboration.

Measured Impact

The follow-up diagnostic showed misalignment had largely disappeared, with control-driven perceptions fading and teams becoming more proactive and collaborative in innovation.

A Scalable Partner Model for the 4C Diagnostic

Predictable. Margin-Protected. Enterprise-Ready.

Tiered by Organisation Size

Predictable pricing from teams of 6 to 2,000+ employees

Protected Partner Margins

Structured to protect partner margins

End-to-End Diagnostic Package

- Online diagnostic survey
- Structural analysis of team dynamics
- Executive summary
- Technical report
- 90-minute leadership debrief

Expansion Options

- Strategy workshop
- Re-assessment to evidence impact and ROI

Starting Investment

£4,900

Typical partner engagements range from £4,900 to £25,000+, depending on organisation size and complexity.

The logo for Synthosys, featuring a stylized 'S' in a dark teal color followed by the word 'ynthosys' in a dark purple color. The 'S' is composed of two overlapping curved shapes.

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Bring the 4C Diagnostic Into Your Practice



4C Partner

You lead the transformation.
Synthosys delivers the diagnostic analysis.

- Structural culture analysis delivered by Synthosys
- Integrate diagnosis into consulting programmes
- Strengthen credibility with data-backed insight

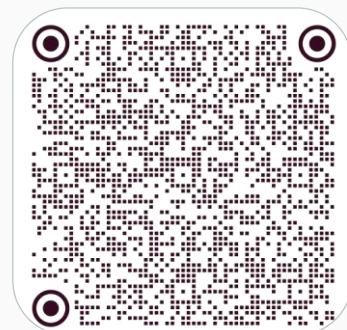


4C Associate

Run the diagnostic directly in your own practice.

- Access the assessment framework and tools
- Preferential pricing for your clients
- Access a community of certified 4C Associates

Join the next 4C Associate certification cohort



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