



Our Client:

Aetna is a leading provider of health and retirement benefit plans and financial services. Through strategic alliances, Aetna provides group benefits in more than 68 countries and markets investment products worldwide.

Our Service:

The insurance industry, one of the most competitive in all of business, has for years been undergoing significant changes. Aetna is no exception.

To help ensure that its performance enhancement programs were on target, Aetna called in The Duncan Company to perform a company-wide culture audit.

We used a custom-tailored version of our **Culture Alignment Profile (CAP)** process that has proved so useful with clients in every industry we've worked.

Then we assisted Aetna in a range of **strategic alignment** activities designed to put it on track for improved productivity.

