

Defining your desired company culture

Ensure your culture enhances, not undermines, the effective implementation of your business strategy.

Key benefits:

- ▶ Visualise and design a culture that will help you achieve your business goals
- ▶ Assess the gap between current and desired culture - and how to get there
- ▶ Make explicit the values and behaviours you need for change
- ▶ Work with experienced People Insight consultants for an external perspective and facilitate results

People Insight



“**People Insight have been extremely easy to work with. They have challenged our thinking in a really constructive way; bringing fresh ideas which have helped us deliver a positive process with highly actionable results. The consultant was friendly, supportive as well as credible and analytical, which gave our leaders confidence in the process. Thank you!**”

Anne Mellors, Head of People & Development,
Nottingham Building Society

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Overview:

Your project would be designed and led by an expert organisational psychologist with relevant experience. As defining culture is so specific to each organisation, a range of approaches can contribute depending on your goals and organisational maturity.

A mix of qualitative and quantitative approaches would be designed after listening carefully to your needs, which may involve the whole organisation or just a limited focus on leadership.



Example Activities Include

Review of business strategy documents and interviews with leadership to summarise and prioritise competitive salaries (e.g. operational excellence, customer intimacy, product leadership) and translate them into dimensions or organisational culture.

Culture surveys across the whole organisation (or leaders) can measure both the 'current' state and the 'desired' culture.

Workshops with key stakeholders can be used to articulate desired culture in terms of a range of people indicators (e.g. employer brand, organisation values, uptake of training, etc.)

Organisational values and behaviours can be developed or refreshed through a series of interviews and structured employee workshops.

“ **With a defined culture, leaders and managers can take decisions that consciously shift the organisation towards the desired state and measure progress accordingly.** ”

*Dr Oliver Davidson, Head of Consulting,
People Insight*