

Why culture should never be just a project



Businesses would never consider their brand or technology to be merely a project, so why do they take this stance when it comes to their culture?

Culture is the vehicle that helps organisations deliver their strategies and fulfil their visions - and it needs to be consistently brought to life in the behaviours of every one of your people.



of executives and 88% of employees believe a distinct workplace culture is critical to business success.¹



only 1/5th of business boards and exec teams talk regularly or effectively about culture.³

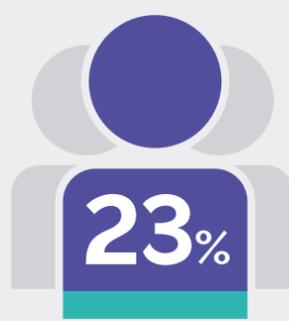


of businesses say there's little/partial consensus at board level on what company culture should be.²



63% of C-Suite and board members say their culture is strong...

(but only 41% of employees agree)⁴



of employees report that leaders of their organisation have tried culture change or evolution of some form, but acknowledge that the efforts resulted in no discernible improvements.⁵



83%

say shareholders factor organisational culture into their investment decisions.⁶



92%

of FTSE 350 companies say that investing in culture resulted in financial improvements for the business as a whole.⁷



>10%

Over half of the FTSE 350 estimate that investing in culture increased operating profits by 10% or more.⁸



Our research and experience shows that the untapped potential of your culture is in its alignment. A culture where your values and behaviours truly drive your vision and purpose, where leaders set the right tone, and managers effectively deliver it through the everyday experience makes great things happen.

Let us ensure your culture is effectively shaped to transform your performance. We are dragonfish, an award-winning culture partner who can help you understand your culture, achieve alignment and deliver behavioural change. By defining, launching and embedding your vision, purpose and values, we enable you to build stronger connections between your people, brands and customers.

For an exploratory discussion with us about your culture goals, our in-depth research with The Market Research Group at Bournemouth University*, or to arrange a culture discovery meeting, simply give us a call on **02380 828 505** or email hello@dragonfishuk.com

Endnotes

1. www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-core-beliefs-and-culture.pdf
 2. [www.ey.com/Publication/vwLUAssets/ey-pdf-is-your-board-yet-to-realise-the-true-value-of-culture/\\$FILE/ey-is-your-board-yet-to-realise-the-true-value-of-culture.pdf](http://www.ey.com/Publication/vwLUAssets/ey-pdf-is-your-board-yet-to-realise-the-true-value-of-culture/$FILE/ey-is-your-board-yet-to-realise-the-true-value-of-culture.pdf)
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 4. www.strategyand.pwc.com/global-culture-survey
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 8. [www.ey.com/Publication/vwLUAssets/ey-culture-and-boards-at-a-glance/\\$FILE/ey-culture-and-boards-at-a-glance.pdf](http://www.ey.com/Publication/vwLUAssets/ey-culture-and-boards-at-a-glance/$FILE/ey-culture-and-boards-at-a-glance.pdf)
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