

88%

of employees believe a strong company culture is key to business success.

94%

of executives say company culture is key to business success...

yet only 32%

say their company culture is aligned with their business strategies.

In other words, company culture is not well developed at many organizations despite being viewed as essential to success.



Why invest in culture?
Your company's performance depends on it.

What is Company Culture?

Your Employees'...



Company culture is the sustained patterns of

- 1 Behaviors over time that are supported by the shared experiences,
- 2 the values or Motivators, and beliefs of the organization, and
- 3 the way work happens or Work energizers of its people.

Together, culture is what transforms individual employees into a collective, cohesive whole.

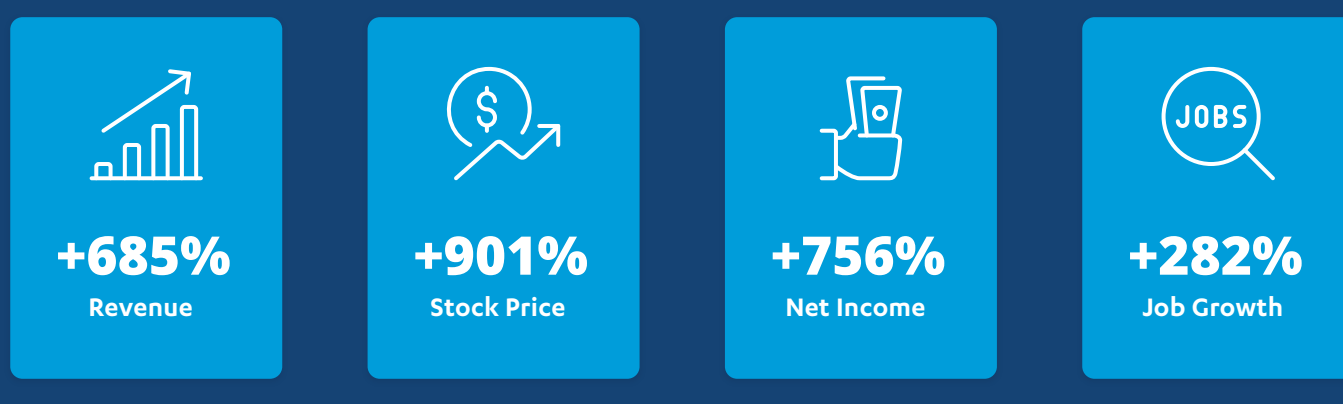
WHY IT MATTERS?

When aligned with business strategy, organizational culture can drive results, without having to rely on command and control.

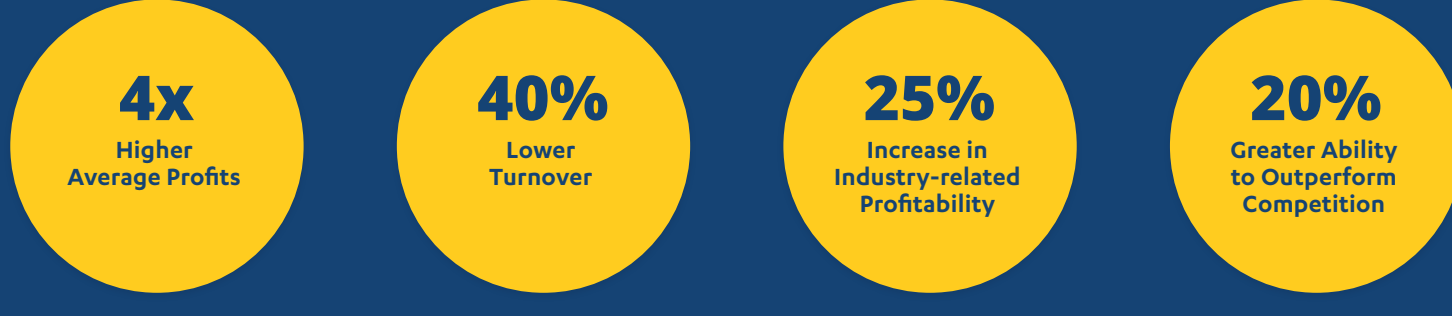


Is Investing in Culture Change Worth It?

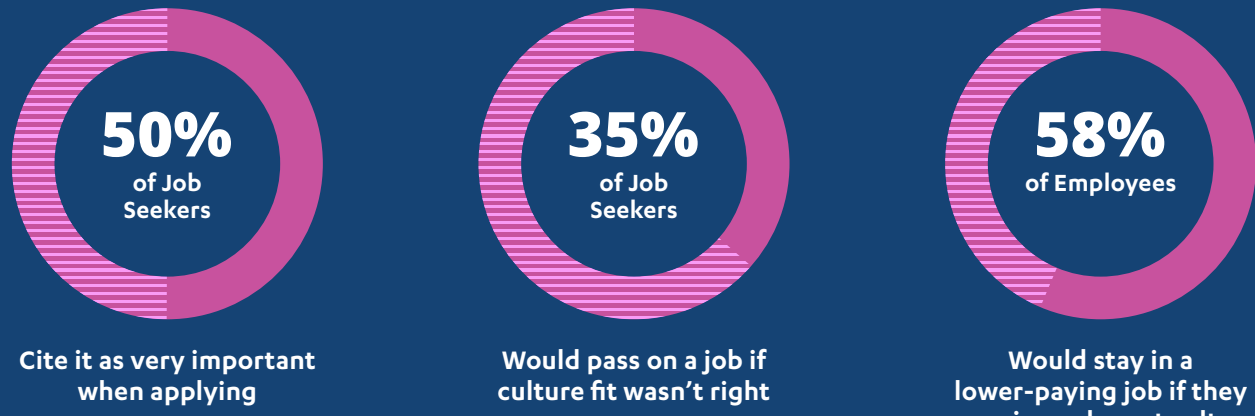
John Kotter's 11-year study of performance- and non-performance enhancing cultures showed strong performance-based cultures led to:



Companies that focus on transforming culture to optimize the employee experience consistently demonstrate:



Your employees care about company culture:



\$3,400 FOR EVERY 10K IN ANNUAL SALARY
Cost of a disengaged employee for an organization

\$35 Billion
Annual cost to the American economy due to lost productivity from disengaged employees

Level-up Your Culture to Create Value

Culture transformation means...

- 1 Aligning the employee experience with the organization's performance strategy
- 2 Instilling a compelling vision for the future based on data
- 3 Employing a series of strategic and tactical behavioral, communications-based, and recognition-based changes

STRATEGY 1	STRATEGY 2	STRATEGY 3	STRATEGY 4	STRATEGY 5
 Equalize to Engage	 Shift Communication Expectations	 Connect Rather than Transact	 Recognize Employee Contributions	 Invest in Culture-as-a-Service Technology
Example: Conduct inclusive virtual meetings	Example: Support asynchronous communication across and within teams	Example: 1:1's, shout-out channels, milestone celebrations	Example: Implement a formal employee recognition program	Example: Leverage technology to infuse psychometrics & emotional intelligence into processes
Result: Better inclusivity	Result: More time for deep work vs. shallow work	Result: Ability to connect with colleagues on a deeper level = increased trust	Result: Driving excellence and reinforcing the kind of behaviors that are rewarded	Result: Culture-add hires, optimized collaboration, engaged teams

Does your organization need to invest in culture transformation & Culture-as-a-Service (CaaS) software?

5 Questions to Consider

- 1 **Are you fighting to find or losing out on good talent?**
You might need to streamline your hiring process, collect vital information, move candidates through the process efficiently, and make objective, unbiased decisions based on skills, behaviors, motivators, work energizers, and overall culture fit.
- 2 **Are you trying to change your culture as you grow?**
Although culture is hard to measure and to control directly, leaders can execute some very tangible things to develop or course-correct a mis-aligned culture. The most important thing is to make sure that during business reviews, culture is aligned to your company's strategy — a simple but often neglected step.

This can be key as you go through growth spurts and need to determine if new hires are a culture fit, either amplifying aspects that made the organization successful or filling critical gaps. You cannot keep hiring for your current state but rather must hire for your future state, which means you must be very clear and specific on your desired culture, vision, values, and goals.
- 3 **Are you struggling to assess internal mobility opportunities for employees and/or experiencing high turnover rates and associated costs?**
By investing in a robust talent and culture intelligence platform, you can track multiple facets of the employee lifecycle, lay the groundwork for potential changes that will help drive growth, innovation, and team engagement, and finally be able to do the kind of analysis that examines the health of your organization and team cultures.
- 4 **Are your employees craving more meaningful collaboration and engagement but spend more time on shallow work?**
It might be time to invest in an emotional intelligence-based collaboration tool — one of the most important weapons in the culture-scaling toolkit. As we transition into permanently remote and hybrid work models, it's going to be imperative to infuse emotional intelligence into your day-to-day processes, especially if you're working to foster a culture of better understanding, inclusion, and collaboration.
- 5 **Are you shifting into permanently remote or hybrid workforce models?**
For the future of virtual remote work, you'll need to power effective teaming to drive engagement and performance from wherever your teams work. And you'll need to identify current strengths, weaknesses, and blindspots to determine necessary shifts.

humantelligence®

THE CULTURE SOFTWARE

ABOUT HUMANTELLIGENCE

Humantelligence is the leading cloud-based platform for the accurate measurement of culture at every level of an organization, from individuals and teams to overall corporate culture. HT has the quickest, most comprehensive self-assessment that measures behaviors, motivators, and work energizers so that leaders have the culture and talent intelligence needed to measure, manage, and hire for fit, optimize collaboration while reducing turnover, and build engaged high-performing teams across the organization. To learn more, visit www.humantelligence.com.

DATA SOURCES

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Jacob Moran, author of The Employee Experience Advantage. <https://thefutureorganization.com/books/builtin>, 42 Company Culture Stats You Need to Know. <https://builtin.com/company-culture/company-culture-statistics#1>
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