

# Can you describe your company's corporate culture?



Not how the company articulates its commitments...

But how those commitments are **enacted** throughout the organization, in people's **actions** and **choices**.

Your culture is **realized**

- In how it influences decisions and actions
- In how people rely upon it for confident alignment
- In how people participate and “pass it on”

An **actionable culture** that employees **live every day** defines the **organization of the future**.

# Culture is critical to business performance



## ***Now more than ever***

Culture should embody the unifying beliefs and purpose behind the Employee Value Proposition.

- It shapes employee behavior
- It enables employee experiences
- It is built on shared values

## WHAT GREAT CULTURE LOOKS LIKE

A shared mission  
and values define  
our common  
purpose



## HOW COMPANIES FALL SHORT

- Cultural commitments lack actionable ideas
- Strategies and mottos don't resonate with individuals
- Communications are ineffective and unreliable
- Customer-centricity is an afterthought, not a mindset

## WHAT GREAT CULTURE LOOKS LIKE

An inclusive organization where contributions are valued

## HOW COMPANIES FALL SHORT

- Connection/collaboration outside my area is impossible
- I lack channels to give feedback to those above my level
- It's hard to find ways to get involved outside my day-to-day role
- Technology is outdated and not useful for the work I need to do

WHAT GREAT CULTURE LOOKS LIKE

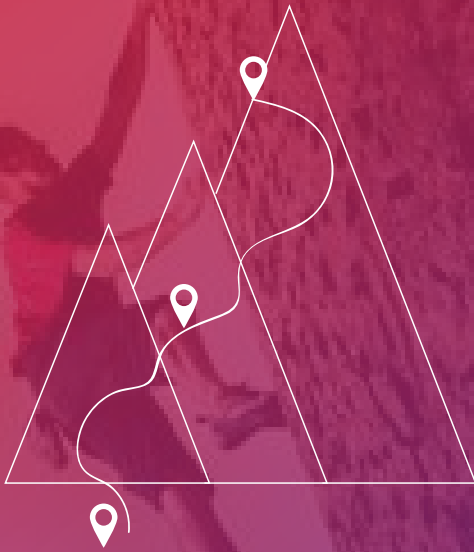
Our priority is  
our people

HOW COMPANIES FALL SHORT

- Development is lacking and mentorship is poor/non-existent
- Career journeys are not clear or are too rigid in structure
- The first few days on the job lack assimilation and orientation
- Work-life balance is an afterthought – it's all work and no play

WHAT GREAT CULTURE LOOKS LIKE

# Leaders at all levels champion change



HOW COMPANIES FALL SHORT

- Leaders give different answers to the same strategic question
- High-performing bosses are directive, not mentors
- Leadership messaging doesn't embrace digital goals and behaviors
- My ideas and opinions are overshadowed by top level decisions

WHAT GREAT CULTURE LOOKS LIKE

# Good global citizens driving positive change



HOW COMPANIES FALL SHORT

- Ethical commitments of the organization are poorly articulated
- There's no visibility into corporate initiatives that make the world better
- Corporate citizenship is misaligned with other articulations of shared mission and values
- I can't find meaningful ways to further our positive impact

In the organization  
of the future,  
culture means  
more than  
commitment



#### WHY IT MATTERS

Creating a great culture begins with defining it. But it hits the sweet spot when we find the best opportunities to ***put it into action***.

***Culture made actionable*** is a marketplace differentiator for businesses. It empowers people in how they ***collaborate, work, and learn***.

Culture in action means ***engaged, aligned talent*** that stays with the company longer and performs better. And that makes ***all the difference***.