

Using **Culture Measurement** to drive **Sustainable Change**





*“I have always believed that **culture is the most important part of a company’s success.** In our company we have been focused for more than 160 years on a culture of working together to help our customers.”*

John G. Stumpf, Chairman and CEO

What is culture?

The patterns
of behaviour

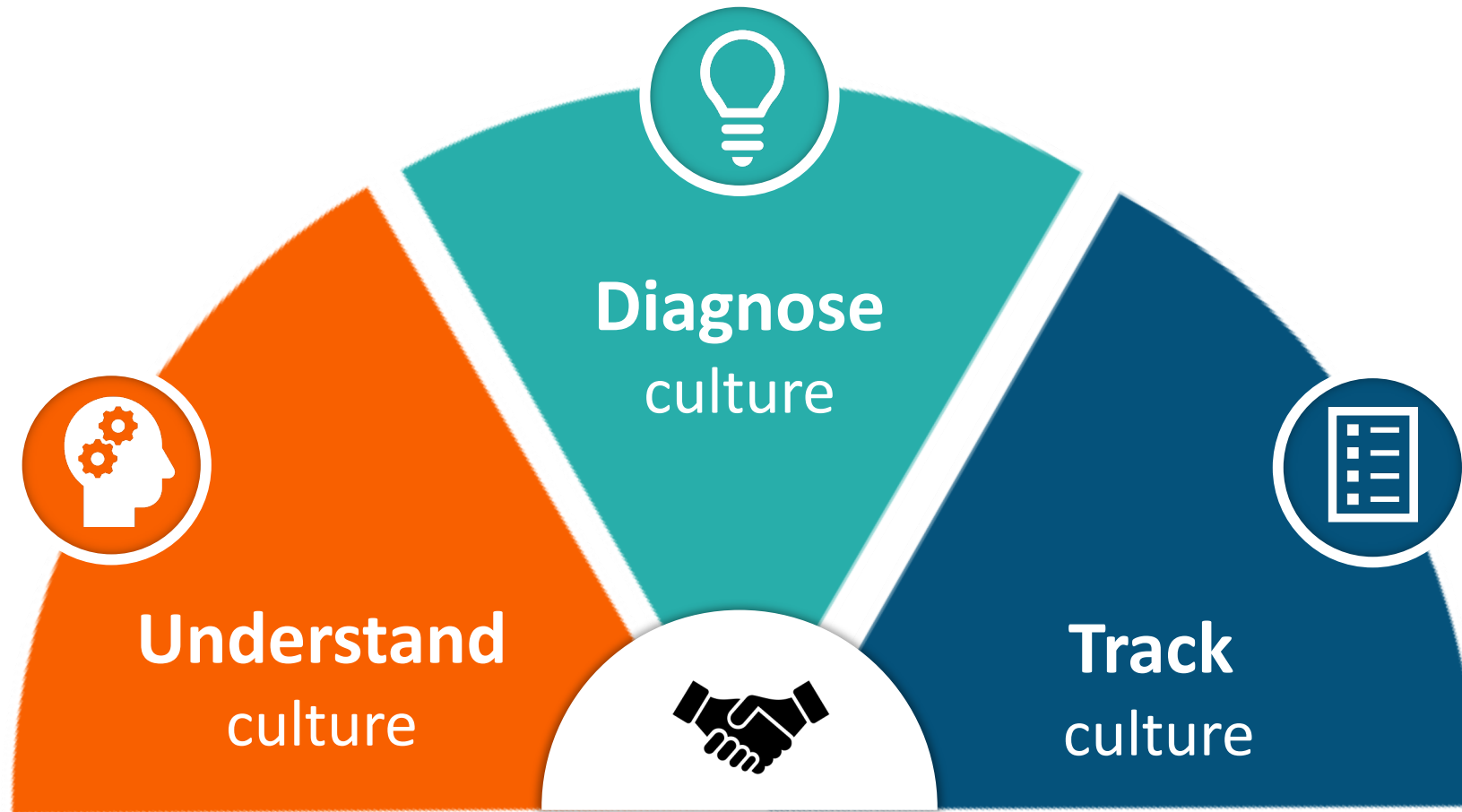
by people
and systems

that are encouraged
discouraged or
tolerated

over time



Why do you want to
measure culture?





Diagnose
culture



Behaviours

Do

Be

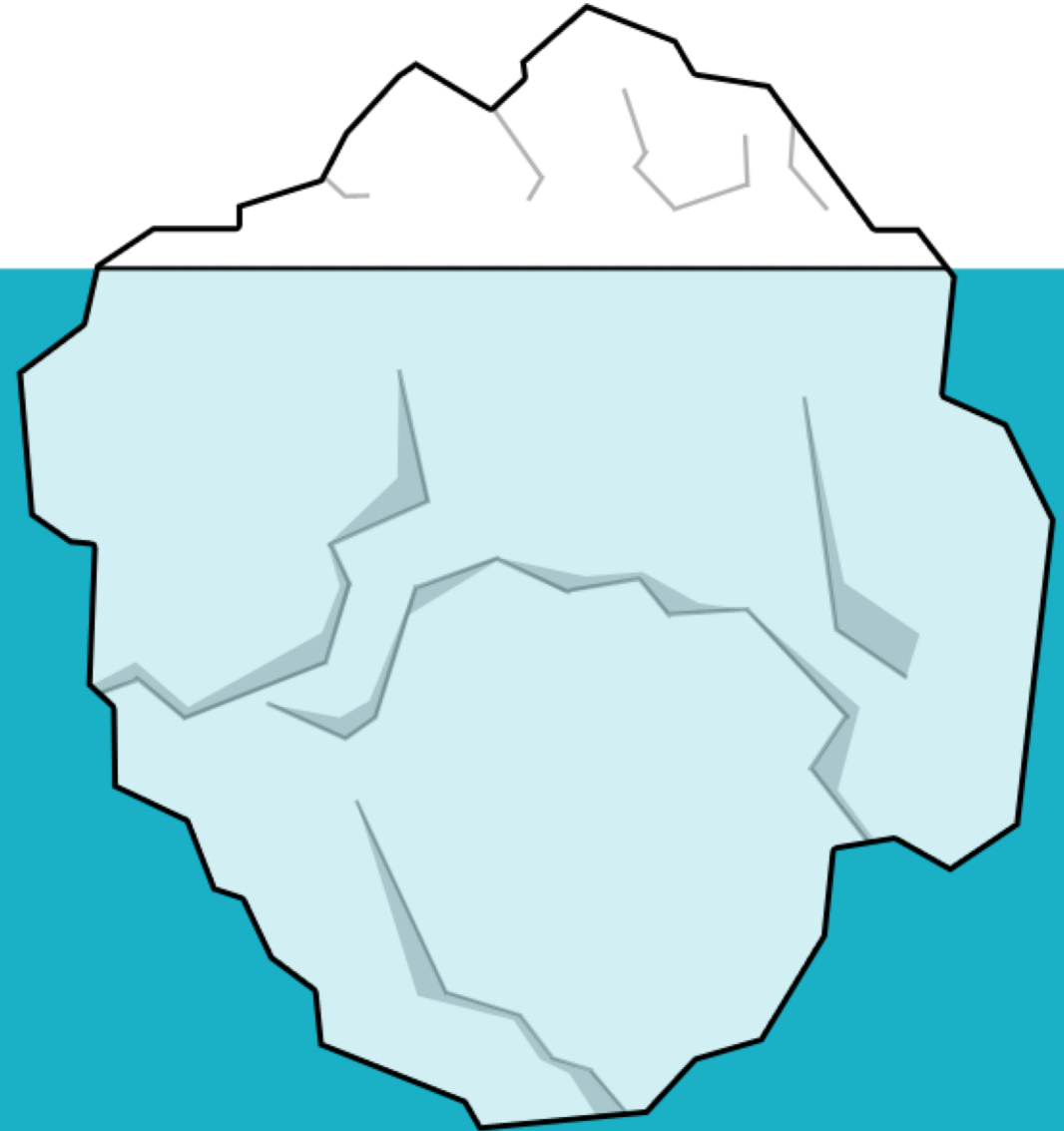
Visible

Invisible

Beliefs

Feelings

Values

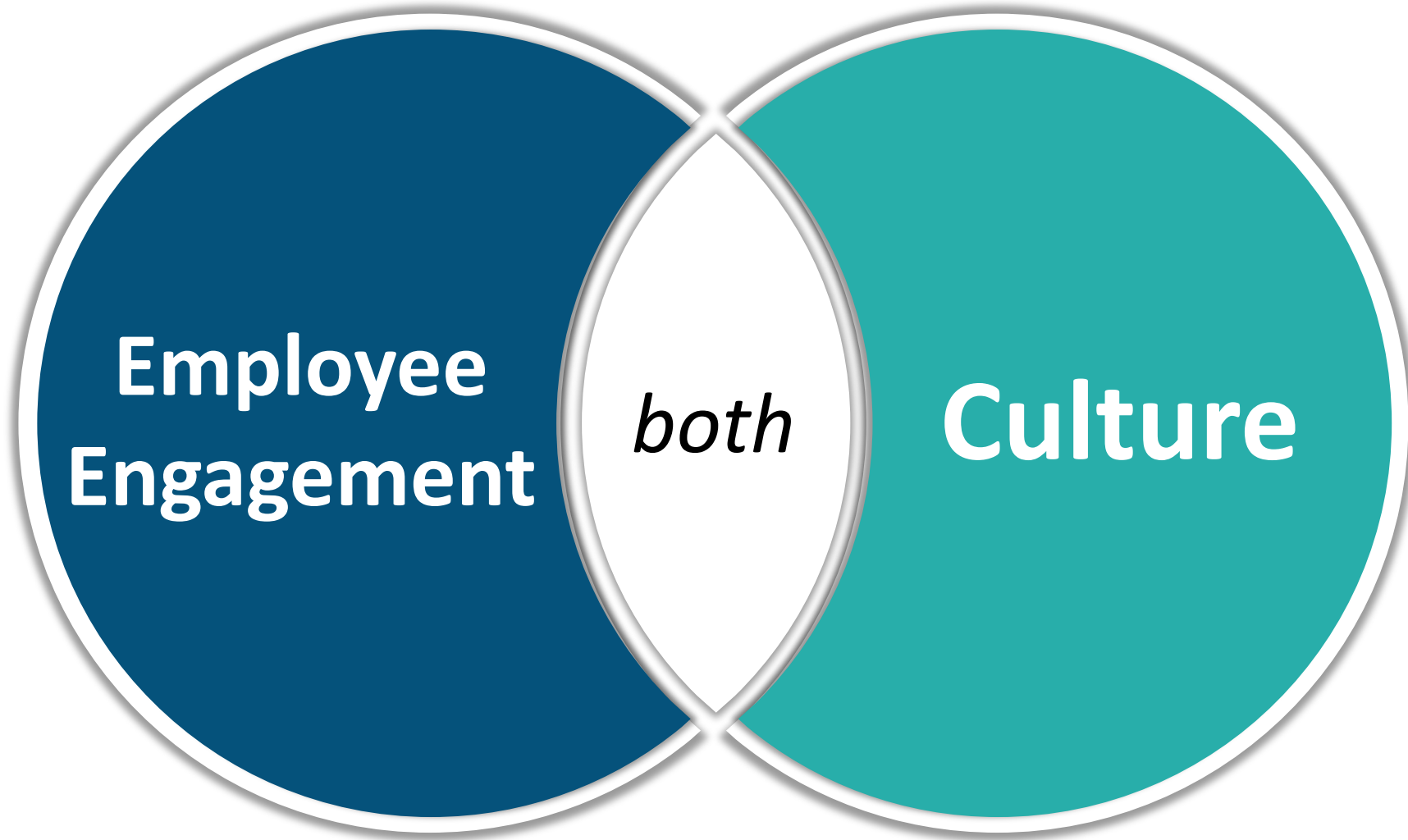




Track
culture



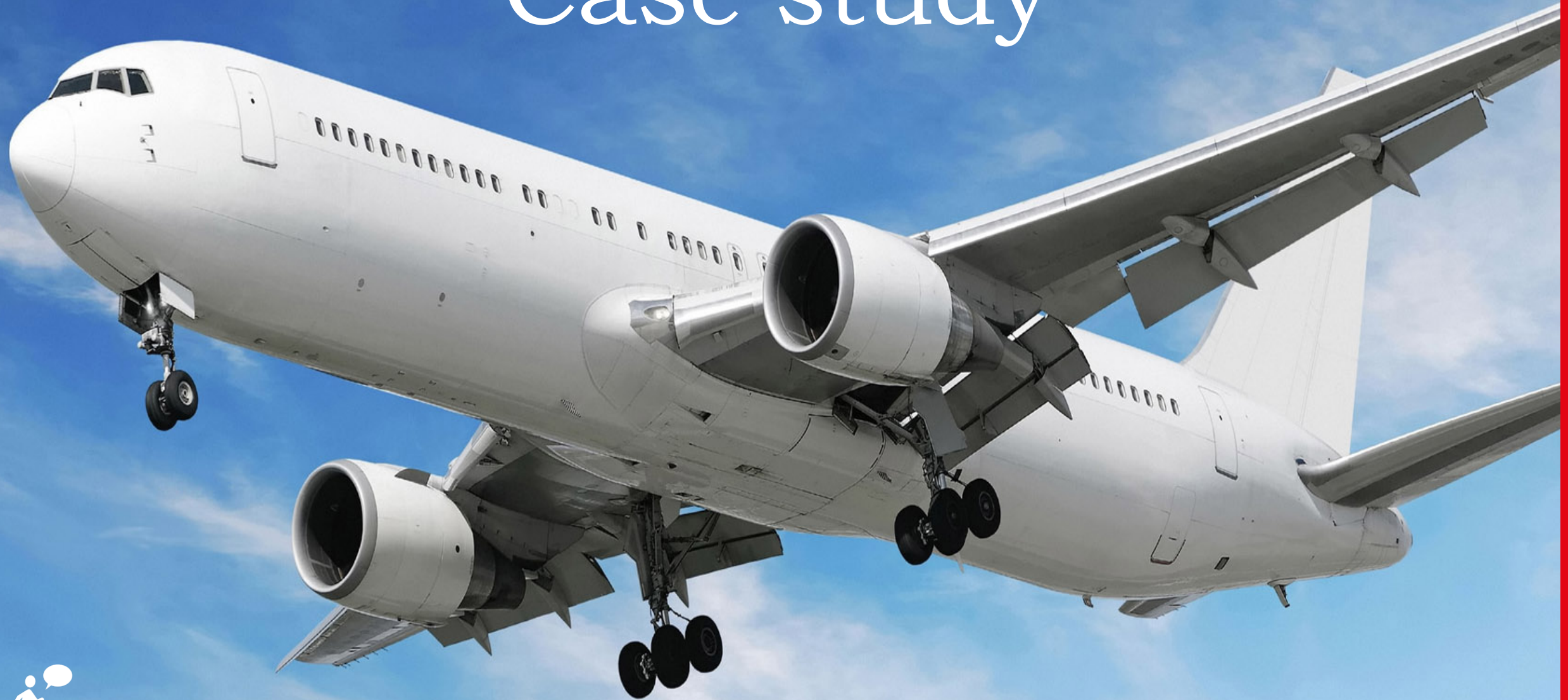
What are you
measuring?



Culture \neq engagement

DOES NOT EQUAL

Case study

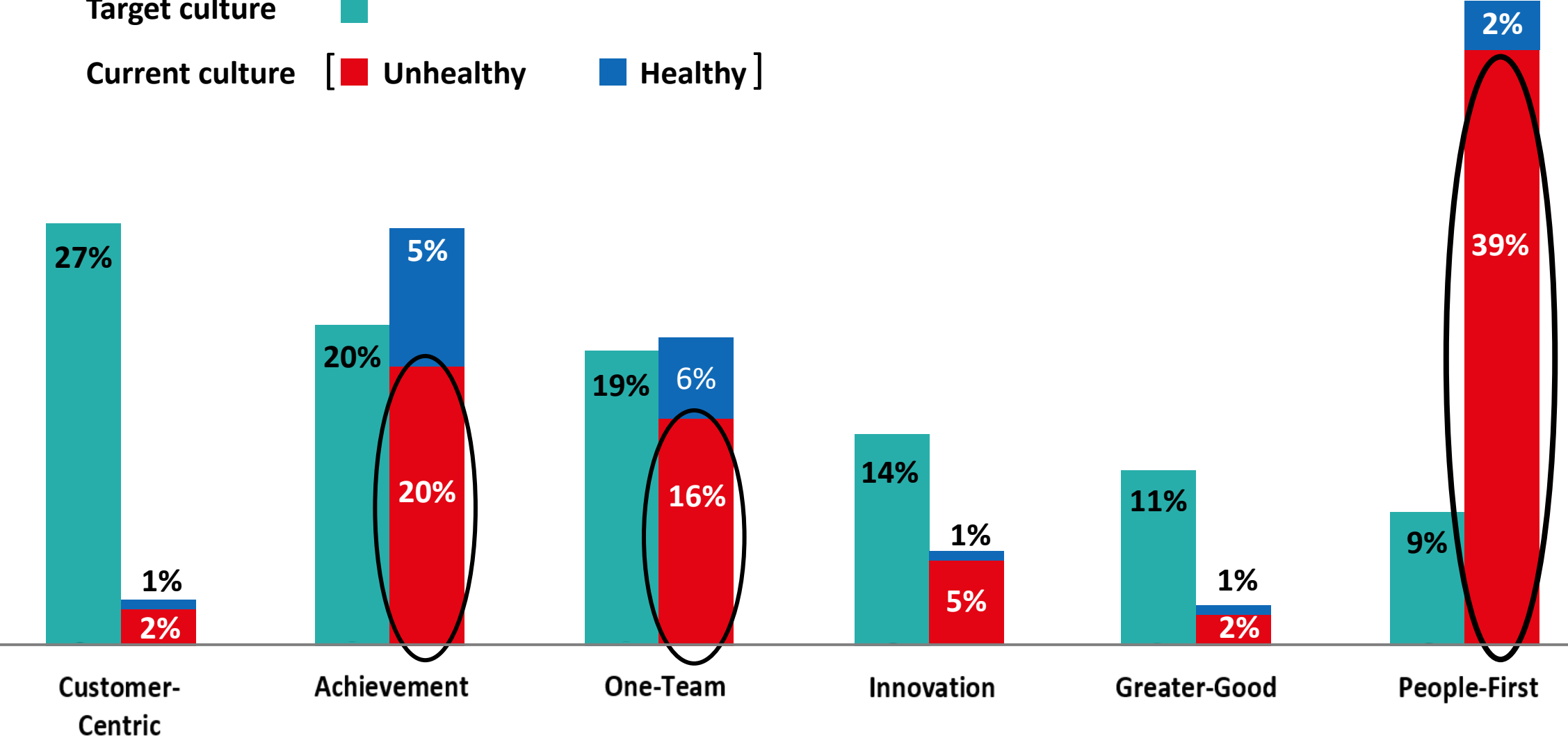


Six Culture Archetypes



Culture Map

Target culture ■
Current culture [■ Unhealthy ■ Healthy]



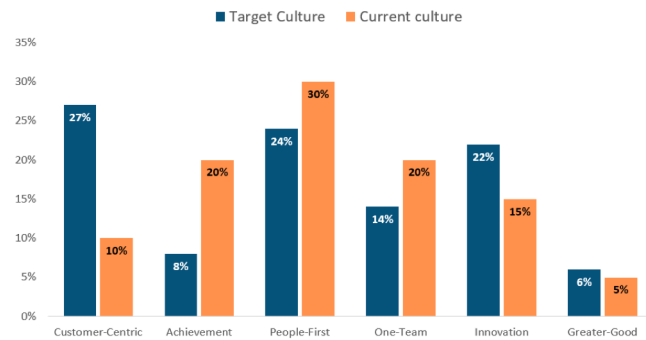
Sustainable culture change



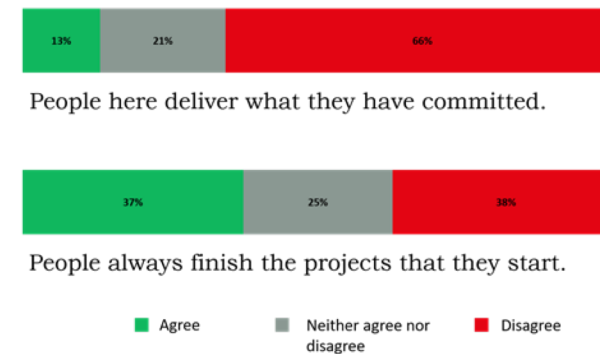
Thank you
Questions?

Win a free Culture Assessment for your organisation

Comparison of target and current cultures



Health of Achievement behaviours



walkingthetalk.com/CultureChange
for more details or visit us on Stand 13

About Walking the Talk

Walking the Talk is a world leader in helping clients align their culture with their strategy to deliver business results.

Our proven methodology creates powerful culture transformations that leave organisations with lasting culture leadership and culture management capability.

Simply put, we make culture do-able.

Contact us to find out more about how culture transformation and management can help you achieve your business goals.

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More insights can be found in the book *'Walking the Talk, Building a Culture for Success'*, by Carolyn Taylor
Random House Business books
ISBN 9781847941572.

