



Corporate culture matters.

"How management chooses to treat people impacts everything for better or for worse." - Simon Sinek

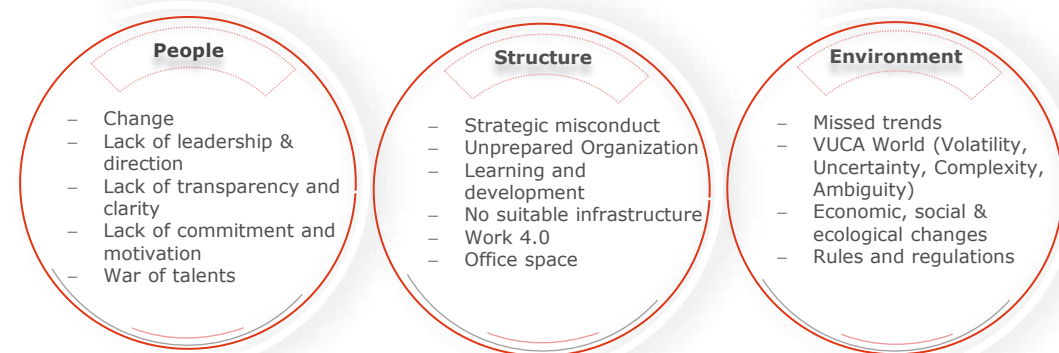
"Corporate culture eats strategy for breakfast." - Peter Drucker



Organizational Culture

Organizational culture, or company culture, is defined as the underlying **beliefs, values, principles**, and ways of **interacting** within an organization. Culture defines and creates a **unique environment** to work in. Things such as organization's expectations, **vision, philosophy, image, interactions** within the **office** and outside of the office are also part of organizational culture. Employees **behavior** and the way people interact with each other and how the **communication** is executed are all part of organizational culture.

Challenges

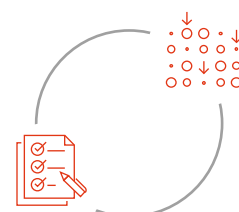
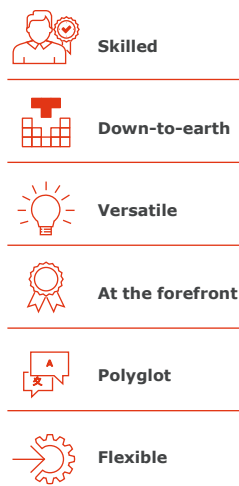


Focus areas

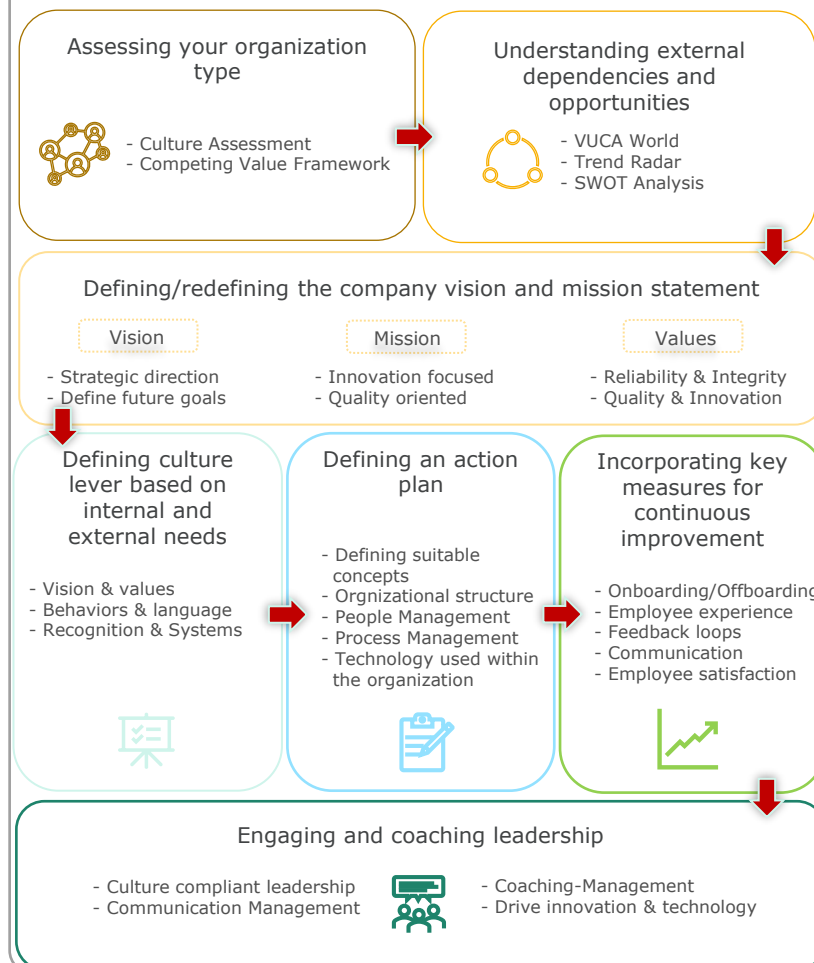
The main goal of corporate culture is to adapt to the external environment and create internal integration and cohesion. In order to accomplish this task, we need to understand the hidden personality of a company to be able to change it effectively from within. Therefore, we have identified **three focus areas**, which allow us to analyze your prevailing company culture and show you where possible gaps can be found and where opportunities are not being used;

- **Organizational Behavior:** value statement, leadership practice, flexibility and autonomy, employee and manager dynamic
- **Organizational systems:** hiring process, development and training, strategy and goal setting
- **Organizational practices:** Company events, feedback process, decision making, rewarding, promotion

Our goal is to optimize your corporate culture for success and to optimally align it for future challenges.

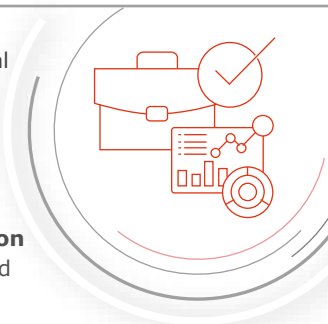


Our Approach



Deliverables

- **Maturity assessment** of the cultural readiness (organization types)
- **Analysis** of the required external and internal dependencies for organizational & cultural changes
- **Definition of the strategic direction** and thus the **corporate vision** based on organization values.
- **Dedicated action plan** based on the results to **implement** the desired **strategy**
- **Definition of measurable KPI's** and continuous improvement checkpoints
- **Guidance & C-Level Coaching** to prepare the transition
- Introduction to the **VUCA** world and **Agility**



Benefits

- **Increased productivity** of employees
- **Improved employee health and wellness**
- **Reduced absenteeism** and **turnover** rates
- **Increased** customer satisfaction
- **Enhanced** employee engagement
- Higher levels of innovation & technology
- **Efficient transition** in the implementation of processes and systems



Culture types

What is your company culture?

Clan

The organization is like a big family, where decisions are made together. People share a lot with each other, and managers act as coaches for their teams.

Adhocracy

The organization is a very dynamic entrepreneurial place. People are motivated and have a lot of autonomy. Everyone is driven to create the best product together.

Hierarchy

The organization is a controlled and structured place. Formal processes and procedures generally govern how and what people do.

Market

The organization is results-oriented and strives for speed. Getting the job done and keeping the customer happy is the primary focus. People are competitive and performance-oriented.



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