

WHAT CULTURE DOES

- Measures defined values and observable behaviours so that everyone – leaders and employees alike – understands what a brilliant culture looks and feels like.
- Increases performance, accountabilities and responsibilities in all areas of the business – and turbocharges motivation and team spirit.
- Measures leaders on how well they and their teams “live, eat and breathe” the vision, values and behaviours.
- Allows people who model the values to be praised, those who struggle with aspects of their work behaviour or even the culture to be coached and those who steadfastly won't change to be “let go”