

WHAT IS CULTURE?

- Culture is the environment in which your strategies and your brand (and all it stands for) thrive or die a slow death
- Culture establishes what's right and what is wrong; it informs people about what works and what doesn't work, who to trust, who not to trust and defines what is normal and what is not
- Culture is often “assumed” – which makes it invisible to direct observation – it's important therefore to define it, via vision & values etc, in order to establish a framework by which it can be measured
- Culture needs to be driven from the top
- Leaders need to be accountable to do whatever it takes to drive and grow the culture – as well as getting on with the BAU