

Bringing values to life...



Client need

An international consumer goods company set out to increase performance and create a more meaningful work experience for employees. Following a significant business shift, the company's executive team identified the need to better define their purpose and values, and bring them to life for employees. This would require a culture shift, which would better enable strategy execution and employee engagement.



The solution...

- **Engage to understand** – a process of engaging the organization to understand the existing lived culture and the aspirational shifts that would make the biggest impact
- **Top leadership journey** – an individual behavioral gap analysis, leading culture workshop, action commitments and peer accountability communities for the top 250 leaders
- **Cascade and toolkit** – operationalizing culture through mid-level and frontline engagement, with toolkits to enable the culture conversation in the normal flow of work



Results

35-39% increase

reported by company leaders in their levels of alignment and capability to live and lead the values that shape their culture

The top 250 leaders reported the following:

1. Boost in team morale
2. Better relationships and cohesion
3. Greater openness, respect and awareness of diverse cultures
4. Operating as one team rather than direct responsibility only
5. Increased alignment between stakeholders and empathy for challenges

Culture work significantly contributed to the company being recognized as an **Employer of Choice** by the Top Employers Institute shortly after the engagement.