



Organisational culture services

Helping clients to succeed with their culture

Culture drives performance and resilience

An organisation's culture is manifested through its values, attitudes and behaviours and has far reaching impacts in terms of how employees feel, perform and make decisions and how resilient the organisation is in times of change and uncertainty.

Numerous studies (such as Ethisphere's) have shown that the most ethical companies can outperform other companies, by up to 25% (by share price).

An organisations products, services and strategy can be copied, but organisational culture cannot. Your culture and your employees are your true differentiators and source of competitive advantage.

How do we define culture?

The FRC defines Culture as “a combination of the values, attitudes and behaviours manifested by a company in its operations and relations with its stakeholders”. Put simply culture is **“the way we do things and behave around here”**.



Provision 2 of the Corporate Governance Code has been amended to include that boards should not only assess and monitor culture but also how the desired culture has been embedded.

As Warren Buffett famously said *“It takes 20 years to build a reputation and five minutes to ruin it.”*

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“A series of company collapses linked to unhealthy cultures have demonstrated why cultivating a healthy culture underpinned by the right tone from the top is fundamental to business success.”

Financial Reporting Council

“Culture can be a company's primary source of competitive advantage.”

Stephen Shapiro - Author, speaker and ex head of innovation at Accenture.

Why organisations should be acting now

- An organisation's culture has far reaching impacts in terms of how employees feel, perform and make decisions and how resilient the organisation is in times of change and uncertainty.
- Culture is often the root cause of high profile ethics and compliance issues and company failures.
- As Warren Buffett famously said "It takes 20 years to build a reputation and five minutes to ruin it".
- Organisations need to have both robust ethics and compliance frameworks and strong company cultures to drive high standards of ethical decision making and to protect the business from the risk of reputational and financial damage from ethical breaches.
- UK governance codes recognise the importance of organisational culture and Provision 2 of the Corporate Governance Code has been amended to include that boards should not only assess and monitor culture but also how the desired culture has been embedded.

Getting it right with BDO

We are proud of our Unifying Culture and our culture journey and the value that we bring to our clients. Our Unifying Culture model, methodology and experts help organisations to define the culture they need for their business to be successful and to deliver their purpose.

Every organization is different. Your culture should be unique to your business and your source of competitive advantage.

In defining your Unifying Culture, your organisation will need to make 'Distinctive Choices' about what is right for your business, which may need to differ by geography, business or function. The 'Fundamental Elements' are those elements that every business aspires to be good at and which help to make your business a great place to work.

Our partnership with Telos Partners

We deliver our culture services in partnership with Telos, which was founded in 2000 by a group of individuals who believe that organisations are the product of their relationships, rather than just the sum of their transactions. Telos engage with the aspirational, operational and behavioural aspects of our clients' organisations to help them to create and sustain success.

Our culture services

Through our experience of developing our own Unifying Culture and our partnership with Telos, our culture experts can support you to define and embed the culture that you need for your business to be successful and to deliver your purpose through your own Unifying Culture. We can support you throughout your culture journey with the following services:

▶ Culture maturity assessments

Using our culture development and maturity model we can help you to understand the maturity of your approach to developing your organisation's culture.

▶ Culture assessment and deep dives

Our culture experts use our Unifying Culture model and methodology to help organisations to understand their cultural strengths and challenges.

▶ Culture definition and strategy

The Unifying Culture model can be used to define the desired organisational culture and strategy.

▶ Culture change and transformation

We help organisations to deploy a range of tools and techniques to achieve and sustain culture change and transformation.

For more information please contact:



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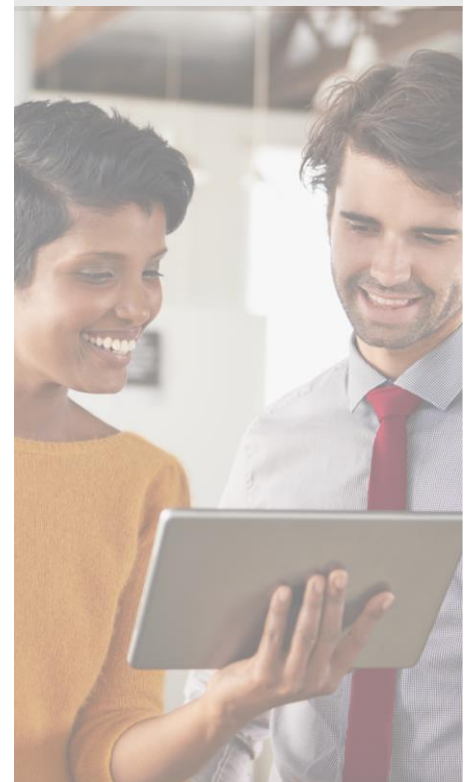
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