

ARE YOU MEASURING YOUR CULTURE?

Your organization's culture isn't a plaque in reception. It's not an occasional all-staff memo. It's not a repackaged engagement survey deployed once every year.

Simply put, your culture is the pervasive, enterprise-wide DNA that dictates whether your strategy lands and whether your brand sustains.

And if you're not measuring your culture, you're not managing it.

WHEN YOU'RE HIRING AT THE HIGHEST LEVEL, THERE ARE SIX DIMENSIONS OF FIT:

1. ATTRACTION
2. CULTURE
3. PERFORMANCE
4. FUTURE ORIENTED LEADERSHIP COMPETENCIES
5. TEAM FIT
6. INTEGRATION

All six elements are critical to your organization's future, but with disruption and uncertainty on the rise in the global marketplace, your culture is more important than ever.



IT IS CLEAR THAT THE CULTURE AND APPROACH THAT GOT UBER WHERE IT IS TODAY IS NOT WHAT WILL GET US TO THE NEXT LEVEL.

-DARA KHOSROWSHAH, CEO UBER



WHAT IS YOUR CULTURE?

Your organization's culture forms your story. Top talent doesn't join your organization because they're impressed with your balance sheet—they come on board because they connect with your story. And if you're not measuring culture, any form of talent acquisition is merely a tactical initiative—not a strategic intervention.

But culture doesn't just count when you're recruiting high-level talent. It's a constantly evolving, essential part of your organization's health. And if you don't manage it at the leadership level, someone else will.

There are many reasons why culture doesn't get managed, from complacency to competing priorities, but we've found that most executives don't know how to initiate a conversation around culture, because they have no means of measuring it.



SO HOW DO YOU MEASURE CULTURE?

An engagement survey is just a proxy of retention—it's not an accurate reflection of your organization's constantly evolving culture. Recognizing this inadequacy, Bedford's Chief Leadership Advisor Dr. John Burdett, created a unique and pragmatic approach to measuring culture through our proprietary *Culture Workup* tool.

Whether your organization is driven by hierarchy, process, or ideas, you need a clear picture of your culture in order to progress.

To paint that picture, our *Culture Workup* measurement tool answers the single question that's central to your success:



WHAT DO WE NEED TO DO
DIFFERENTLY TODAY TO ACHIEVE
OUTSTANDING RESULTS
TOMORROW?

Not only will a precise measurement of your culture answer that essential question, but creating a conversation around culture will also let you:

- Establish a framework for all coaching discussions.
- Build a solid foundation for critical discussions at the top level of your organization.
- Empower middle managers to play a more meaningful role in moving culture forward.
- Shape training and leadership development in ways that improve return on investment.
- Prevent new leaders from getting cross-threaded with the new culture.
- Minimize the transitional risks of new acquisitions or mergers.

You can't articulate tomorrow without measuring today. And if you aren't measuring your culture, you can't manage it. To support you through this period of exponential change, we'd like to help you start thinking about the culture you have—and more importantly, the culture you need to create.

Because tomorrow's success equals tomorrow's culture.

Frank Galati, *Managing Partner*

Mining, Industrial & Not for Profit

Tel: 416-963-9000 ext. 251

Cell: 416-970-7600

Email: fgalati@bedfordgroup.com

The Bedford Consulting Group / TRANSEARCH Inc.

Bay Adelaide Centre, East Tower

22 Adelaide Street West, Suite 2760

Toronto, Ontario, M5H 4E3

www.bedfordgroup.com