

# Cultural Assessment

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## Executive Evaluation



## Our Mission

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“We deliver actionable data to our customers regarding the corporate culture of their organisation.”

- “Actionable data” because we propose concrete actions based on the outcome of the cultural assessments
- Corporate culture means the sum of cultural forces intended by the organisation to influence the behaviour of the employees in the company
- Corporate culture drives the company and its actions like “the operating system” of the organisation
- Cultural assessments provide insights about what really drives the organisation in terms of values and shows what particularly matters in the company

## Why Cultural Assessments?

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- Need to visualise, to measure and to better understand the corporate culture of their organisation within a defined strategic direction
- Desire to understand the degree of alignment across different stakeholders regarding the company’s corporate culture and strategic direction
- Need to understand if the current corporate culture supports the corporate strategy
- Urge to compare own corporate culture and the culture of a target company to be acquired either during due diligence or post-merger
- Corporate culture to be considered as a critical asset to be taken care of in order to guarantee the company’s long-term success
- Discomfort with the current corporate culture and willingness to change certain cultural aspects

## Goals

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- Neutral assessment of the own corporate culture in terms of clear areas of strengths and areas for improvement (cultural changes resp. adaptations)
- Alignment across the different stakeholders regarding the desired corporate culture
- Assessment of existing corporate cultural matching against future strategy
- Optimal merger of two companies in post-merger situations

## Benefits

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- Delivery of actionable data with clear areas of strengths and areas for improvement regarding the corporate culture
- Identification of what really matters in the organisation
- Base to align strategy and corporate culture and vice versa
- Base to align candidates or new hires with own corporate culture
- Useful conversations based on outcome about the organisation’s purpose and the well-being of all stakeholders
- Delivery of a roadmap to achieve a high-performance company

## Characteristics

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### Methods and tools

- Main methods: questionnaires related to organisational culture, cultural interviews, data analysis (engagement surveys, corporate information, existing value statements, etc.), mystery shopping, workshops
- Intervention: self-assessment of executive management regarding corporate culture and third-party assessment e.g. by involving board of directors, key suppliers, key customers
- Trend analysis of the last five to ten years of corporate culture focussing on change
- Four-eyes principle by xcg consultants

### Report

Detailed report with management summary

- Self-assessment of executive committee with third-party assessment (board etc.)
- Actual corporate culture compared to desired corporate profile
- Covering ten cultural competencies, one being the “core value” of the company
- Detailed feedback related to leadership covered by corporate culture
- Emphasising on strengths and areas for improvement
- Covering also concrete suggestions in terms of actions/improvements

## Process

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### Briefing & design

- Analysis of customer’s needs and expectations
- Confidentiality agreement
- Planning of cultural assessment project
- Detailed offering
- Project launch



### Realisation

- Collection of information through questionnaires
- Verification and further deepening through personal interviews
- Data analysis (artefacts, engagement surveys, existing policies, etc.)
- Discussion of results and interviews with executive and board directors, selected partners
- “Live visits” : HQ, mystery shopping



### Evaluation & feedback

- Final presentation and discussion of cultural assessment outcomes
- Definition of potential next steps and actions