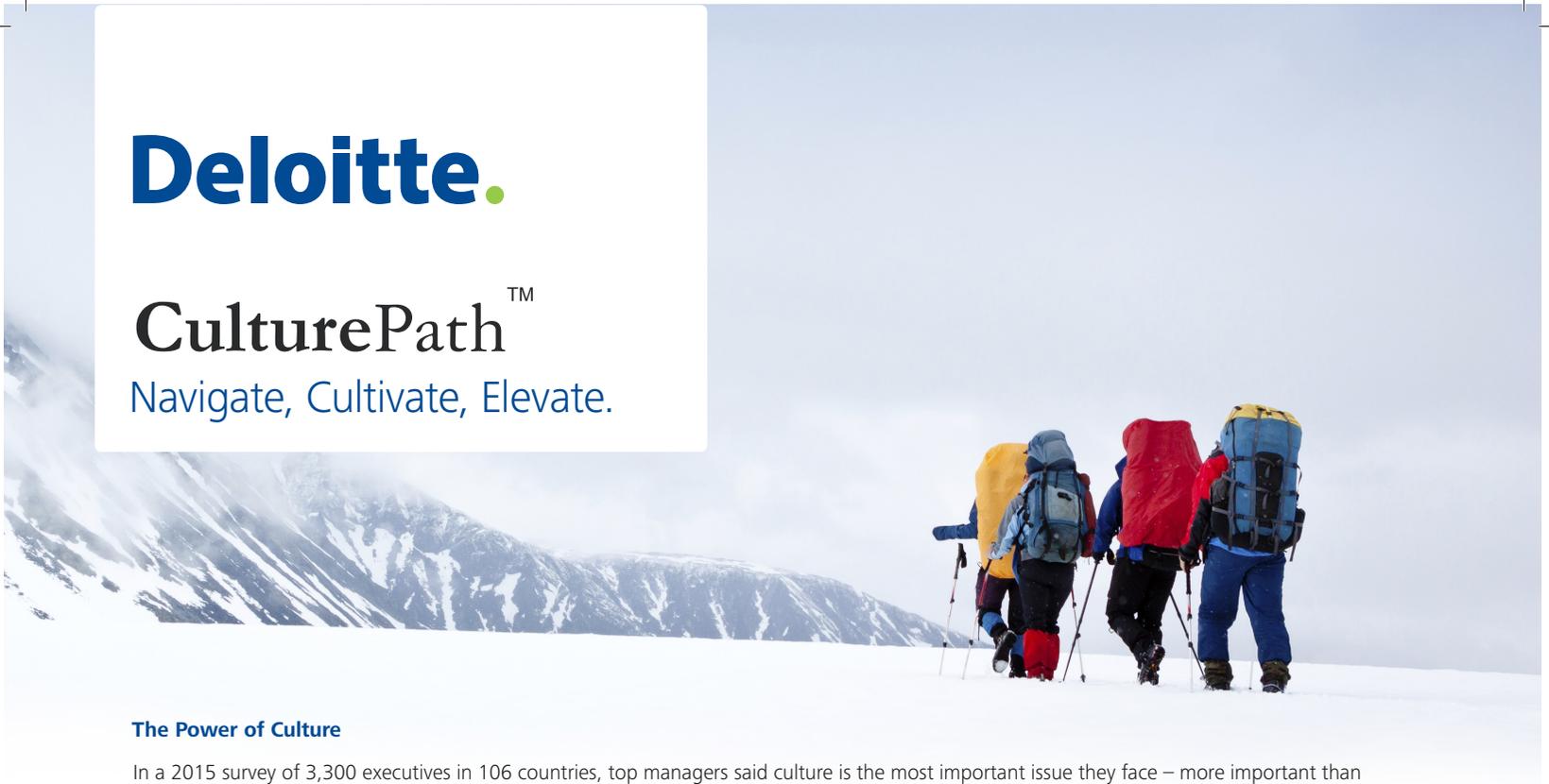




# CulturePath™

Navigate, Cultivate, Elevate.



### The Power of Culture

In a 2015 survey of 3,300 executives in 106 countries, top managers said culture is the most important issue they face – more important than leadership, workforce capability, performance management, or anything else.<sup>1</sup> Whether an organization is undergoing a strategy change, integrating after a merger, responding to a regulatory environment, or pursuing and retaining critical talent, culture is at the crux of the change. Culture is derived from business leaders, and sustained through actions and behaviors. Culture is a powerful competitive advantage, but it can also destroy value if it is not aligned with strategy and adapted to changes in the business environment.

“As Regulators Focus on Culture, Wall Street Struggles to Define it”<sup>2</sup>  
– *Wall Street Journal*

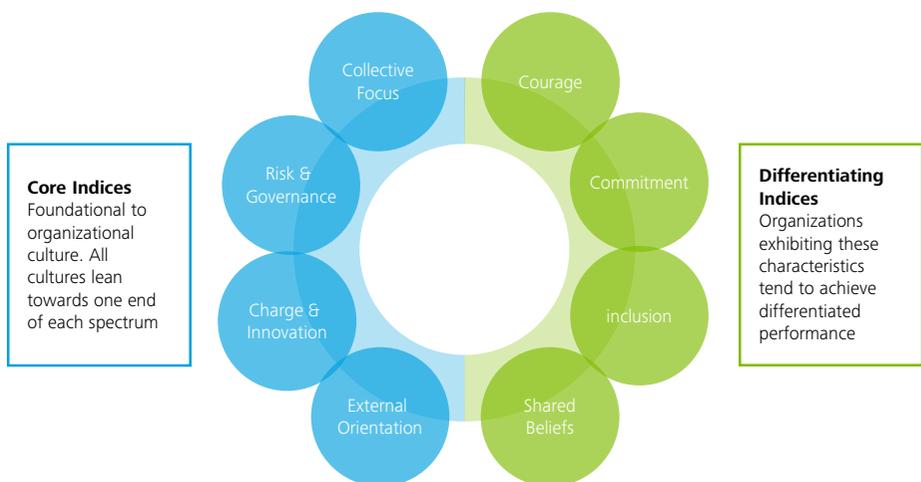
“Define your Corporate Culture before it Defines you”<sup>3</sup>  
– *CIO*

“The Morning Risk Report: Company ‘Culture’ creates its Moment”<sup>4</sup>  
– *Wall Street Journal*

The Deloitte Culture solution helps business leaders understand and actively shape their culture so employees are engaged and deliver on the business strategy. Deloitte’s experience, services and next-generation CulturePath™ solution can deliver compelling and actionable visibility into an organization, progressively guiding the organization throughout its business journey and giving it confidence to lead the way forward.

### The Deloitte Culture Framework

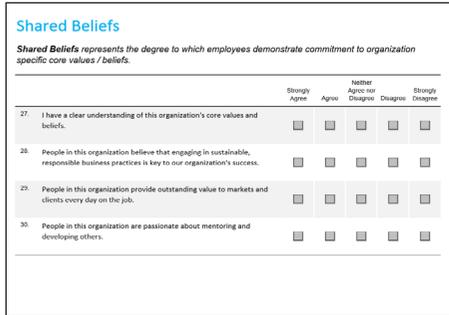
The Deloitte Culture approach uses a proprietary framework and an analytics-driven, cloud-based diagnostic to measure eight indices as the foundation for comprehensive culture change. By breaking broad cultural attributes into measurable individual behaviors, the insights derived enable leaders to make specific decisions about processes and talent that are aligned to the business strategy.



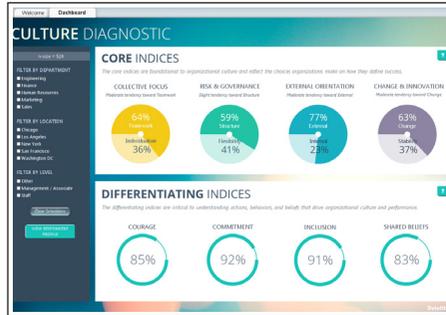
1 Deloitte Global Human Capital Trends 2015 Report  
 2 Emily Glazer and Christina Rexrode, “As Regulators Focus on Culture, Wall Street Struggles to Define It: Big Banks Try to Monitor Employee Attitudes to Avoid Future Problems”, Wall Street Journal, <http://www.wsj.com/articles/as-regulators-focus-on-culture-wall-street-struggles-to-define-it-1422838659>, February 1, 2015  
 3 Sharon Florentine, “Define Your Corporate Culture Before It Defines You”, CIO, <http://www.cio.com/article/2875140/careers-staffing/define-your-corporate-culture-before-it-defines-you.html>, January 26, 2015  
 4 Samuel Rubinfeld, “The Morning Risk Report: Company ‘Culture’ Creates Its Moment”, Wall Street Journal, <http://blogs.wsj.com/riskandcompliance/2015/02/03/the-morning-risk-report-company-culture-creates-its-moment/>, February 3, 2015

## The Deloitte CulturePath Product

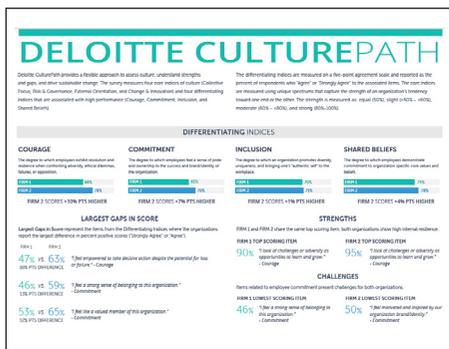
The Deloitte CulturePath product is a comprehensive diagnostic solution that has already helped many companies drive precise and targeted culture change.



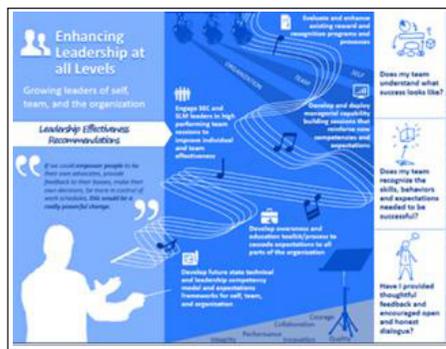
Comprehensive survey deployed to a selected employee population, designed to assess culture along eight core and differentiating indices



Cloud-based visualization used to explore information across divisions and geographies



Snapshot view ideal for use in communication and reporting – a quick, easy-to-absorb view



Detailed report that can be used to build targeted action plans

Through Deloitte's approach, leaders can confidently activate their entire organization, continuously developing and sustaining the culture they need to drive their business results. Because, at Deloitte, we believe Culture is a journey. We help organizations put their culture on the right path.

### Neeraj Jain

Partner  
neerajjain@deloitte.com

### Pooja Bajpai

Director  
pbajpai@deloitte.com

For more information regarding the CulturePath tool please contact the above mentioned

## Clients Choose Deloitte CulturePath To:

Access deep insights about organizational culture Measure eight distinct dimensions to get a comprehensive view of the organization's profile.

Explore real-time analytics & perform comparative analyses through interactive dashboard Delve into dynamic dashboards, as well as complementary infographics and summary reports.

See across business divisions and geographies Uncover unique subcultures that exist throughout different parts of the organization.

Track progress over the period of change Watch the organization make progress and course-correct if needed.

Learn from leading practices that exist within the organization Identify groups and locations that are already aligned with the organization's goals for culture.

Enjoy ease of use and distribution Share data results among leaders while distributing the survey to segments or the entirety of an organization.

Act upon the insights Apply time-tested, business-driven methodology and culture advisory services from the leading organizational change consultancy.

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as "Deloitte Global") does not provide services to clients. Please see www.deloitte.com/about for a more detailed description of DTTL and its member firms. This material is prepared by Deloitte Touche Tohmatsu India LLP (DTTILLP).

This material (including any information contained in it) is intended to provide general information on a particular subject(s) and is not an exhaustive treatment of such subject(s) or a substitute to obtaining professional services or advice. This material may contain information sourced from publicly available information or other third party sources. DTTILLP does not independently verify any such sources and is not responsible for any loss whatsoever caused due to reliance placed on information sourced from such sources. None of DTTILLP, Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collectively, the "Deloitte Network") is, by means of this material, rendering any kind of investment, legal or other professional advice or services. You should seek specific advice of the relevant professional(s) for these kind of services. This material or information is not intended to be relied upon as the sole basis for any decision which may affect you or your business. Before making any decision or taking any action that might affect your personal finances or business, you should consult a qualified professional adviser.

No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person or entity by reason of access to, use of or reliance on, this material. By using this material or any information contained in it, the user accepts this entire notice and terms of use.

©2015 Deloitte Touche Tohmatsu India LLP. Member of Deloitte Touche Tohmatsu Limited

Deloitte Touche Tohmatsu India Private Limited (U74140MH199 5PTC093339), a private company limited by shares, was converted into Deloitte Touche Tohmatsu India LLP, a limited liability partnership (LLP Identification No. AAE-8458), with effect from October 1, 2015