Shape your culture, drive your strategy.
Aligning culture with corporate strategy

Corporate culture is no longer just a “nice to have”

- 86% of executives surveyed around the world rate culture as “very important” or “important”
- 82% of executives believe that culture is a potential competitive advantage
- However only 12% of executives believe they are driving the “right culture”

Culture enables strategy

When culture and strategy are aligned, companies can show as much as 50% differential in performance. In order to energize culture at the right time, the right place, and the right scale, we’ve developed a framework that will help our clients strengthen and maintain a high performing culture across the enterprise and its employees. To activate the power of culture, a campaign mindset with reliable reporting and actionable insights is essential.

Mission-driven companies tend to have

- Higher purpose
- Examples from the top
- Participation

Put your culture on the right path

When culture is measured, actively managed, and aligned with business strategy, companies can show as much as 50% differential in performance. To help people feel the change—and be part of it—companies can draw from the work of consumer marketers. You can use stories and images to send not just the literal message of teamwork and mutual sacrifice, but also the emotional resonance around community and collaboration.

Call to action

Connect with employees’ hearts to drive change

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Examples from the top

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When results look like

- When culture is aligned, activity increases, and aligned with business strategy, companies show better financial results
- When culture is measured, actively managed, and aligned with business strategy, companies can show as much as 50% differential in performance

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www.deloitte.com/culturepath
Cultivate™: Shape your culture like your strategy.