Driving culture change

Gift of Hope

CulturePath™ client spotlight
Situation

Gift of Hope, a non-profit organ and tissue donor network, wanted to align its culture to its core mission—to save and enhance the lives of as many people as possible through organ and tissue donation.

Deloitte was asked to help Gift of Hope better understand its culture, identify opportunities to strengthen the culture, and better align it with the organization’s mission and strategy.

Goals

- Clearly understand the current culture as an input to developing a new 5 year strategic plan.
- Identify opportunities to continue to improve performance, despite high scores on recent engagement surveys.
- Identify and cultivate the culture needed to sustain the mission.
Approach

Deloitte assessed Gift of Hope’s culture through the CulturePath diagnostic, and conducted a leadership validation and action planning lab.

- Started the conversation by sharing Deloitte’s point-of-view on culture and how it enables mission and strategy.
- Provided advisory guidance on ways to facilitate culture visioning.
- Conducted CulturePath diagnostic and helped the client understand key cultural strengths and opportunities.
- Conducted a validation workshop to identify root causes to be addressed.
- Provided guidance on how to translate insights into actions and address underlying root causes.
- Hosted a lab to jumpstart the process and activate the client’s cultural vision.
The Deloitte CulturePath framework

**Core indices:** Represent foundational cultural elements. Organizations need to make strategic choices and define success with these indices.

**Differentiating indices:** Measure the emotional connectedness between an organization and its workforce. Entities exhibiting these traits achieve distinguished performance.

**CulturePath** dimensions, such as courage and inclusion, were identified as providing key insights into behaviors of high-performers and focus areas for the culture change.
The CEO has established culture as a pillar of his legacy and is creating a more inclusive and courageous culture that enables the mission:

“We would highly recommend the Deloitte team to an organization that is serious about building a sustainable culture to meet their mission and vision. Culture work is really hard and the Deloitte process doesn’t make it easy, it makes it valuable. An organization must define its own culture, but it sure is nice to have a great guide to help you on the journey.”

Kevin Cmunt
Gift of Hope President & CEO
CulturePath™
Winner Top HR Product Award
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