



# CulturePath™

## Shape your culture. Drive your strategy.



### The power of culture

In a 2016 survey of more than 7,000 executives in 130 countries, leaders said culture is a top issue they face—with 86% touting it as “very important” or “important” and 82% believing culture to be a competitive advantage.<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, workplace culture is at the crux of the change.

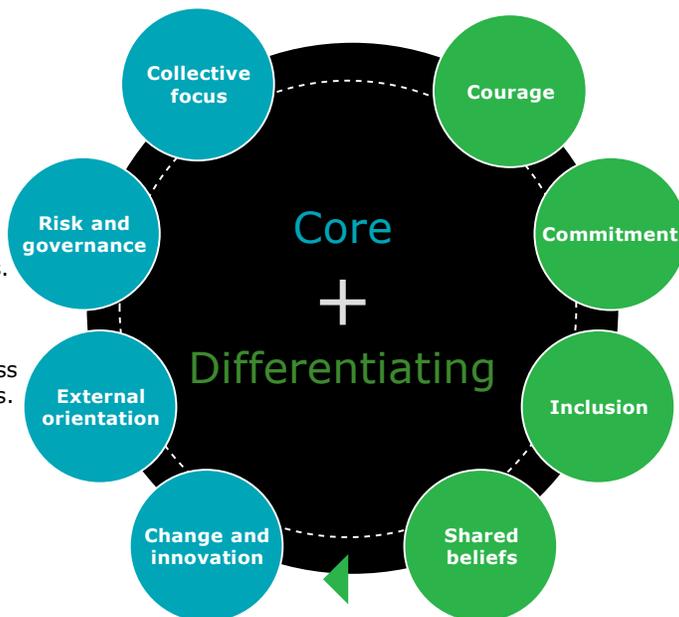
Workplace culture, which is derived from business leaders and sustained through actions and behaviors, can be a powerful competitive advantage, but it can also destroy value if it is not aligned with strategy and adapted to changes in the business environment.

### The Deloitte Culture framework

Deloitte helps business leaders understand and actively shape their workplace culture using 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.

#### Core indices

Represent foundational cultural elements. Organizations often 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™**, a Top HR Product of the Year,<sup>2</sup> helps organizations measure workplace culture, pinpointing cultural strengths and gaps, and offering insights to align culture with business strategy—ultimately driving a better culture and better results.

“CulturePath provided a structured framework to measure our culture, and when we analyzed those findings with other performance and sales capabilities data, it generated rich insights and actionable behavior changes.”

**Jos Brenkel**  
Global Head of Sales Strategy and Operations, Hewlett Packard

<sup>1</sup> Deloitte Global Human Capital Trends 2016 Report.

<sup>2</sup> Human Resource Executive® named CulturePath a Top HR Product of 2016.



**CulturePath™**  
Winner Top HR Product Award

## The Deloitte CulturePath solution

CulturePath has already helped many organizations drive precise and targeted workplace culture change by delivering compelling and actionable visibility into an organization.

**Shared Beliefs**

Shared Beliefs represents the degree to which employees demonstrate commitment to organization specific core values.

**Comprehensive survey deployed to selected employees assesses culture along eight core and differentiating indices.**

**CulturePath**

**Cloud-based visualization explores information across divisions and geographies.**

**Enhancing Leadership at all Levels**

**Detailed report helps build targeted action plans.**

**DELOITTE CULTUREPATH**

**Snapshot view eases communications and reporting.**

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

## Clients choose CulturePath to:

- Access deep insights about workplace culture**  
Measure eight distinct dimensions to get a comprehensive view of the organization's profile.
- Explore real-time analytics and perform comparative analyses through an 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 workplace culture advisory services from the leading organizational change consultancy.

Contact [culturepath@deloitte.com](mailto:culturepath@deloitte.com) and visit [www.deloitte.com/culturepath](http://www.deloitte.com/culturepath) for more information.

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