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.¹

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.

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

Core indices
Represent foundational cultural elements. Organizations often make strategic choices and define success with these indices.

CulturePath™, a Top HR Product of the Year,² 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.

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

² Human Resource Executive® named CulturePath a Top HR Product of 2016.
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.

Clients choose CulturePath to:

- Access deep insights about workplace culture
- Explore real-time analytics and perform comparative analyses through an interactive dashboard
- See across business divisions and geographies
- Track progress over the period of change
- Learn from leading practices that exist within the organization
- Enjoy ease of use and distribution
- Act upon the insights

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.

Contact culturepath@deloitte.com and visit www.deloitte.com/culturepath for more information.

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