

Culture. Change.

Our expertise is helping organisations align their culture to their strategy, commitments and ambitions.

To do that, we start in one of two places:

1. **The Case for Culture – a series of leadership dialogues**
2. **The Culture Audit**

The Case for Culture - leadership dialogues

Our insight is that leadership teams are seldom completely aligned on culture. This series of dialogues act as inspiration to orientate your journey, making sure you're all pulling in the same direction before you set off. The areas we'll get you thinking about and discussing are:

Dialogue 1: The case for culture (led by Creamer & Co)

How do we define culture?

What are the relevant parts of our culture that we need to consider including:

- leadership and managers
- link to purpose, vision, mission and values
- how and what we communicate.

How might culture hold us back or propel us forward?

How might we describe our culture today?

Dialogue 2: What is affecting our culture? (led by Creamer & Co along with the business)

What's the opportunity in aligning our culture more strongly with our strategy, e.g. talent, energy, generating belonging, focus, living our values?

Where are our pain points, our blind spots?

What are we not meeting - targets, goals, commitments?

What is our appetite for change?

Dialogue 3: Our business opportunity (co-creation with Creamer & Co)

Co-creating solutions and starting points with you.

Based on the outputs from Dialogue 2, we'll work with your team to pinpoint insights, share examples of relevant best practice, suggest likely scenarios of work and map out next steps.

The Culture Audit

Our Culture Audit is about understanding the true nature of your culture. To do that, we need to get deep truths and insights into the way you and your teams work.

We'll consider what is said and what is done (often two different things) and also explore how people within your organisation feel in relation to culture. Together we'll agree the scope of the audit, the list of interviewees and the questions to be asked.

Our Culture Audit delivers on three levels by:

- 1) getting us to an accurate, evidence-based starting point for initiating culture change
- 2) engaging participants in the change ahead.
- 3) pinpointing relevant programmes you can initiate.

There are a number of aspects that make our Culture Audit unique:

- interviewing people across the organisation, not just in senior positions. Where possible, we like to interview in person and record these for future reflection.
- asking a mix of questions that touch on the professional, as well as the personal impact of work-based culture. That's because we know that each person must first see the value to themselves of any change.
- using a variety of ways of drawing out deep insights, using a mix of images, metaphors, objects and storytelling.
- asking participants to summarise their answers at each stage of the interview and inviting them to come back to us with further thoughts should their thinking develop further.
- every interview is listened to by two people from our team to ensure we capture all the richness of these conversations.