

Culture Transformation Thought Series



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Episode 1:

Organisational Culture Fit for the New Era!

September 15, 2022 - 10:00 am UK Time

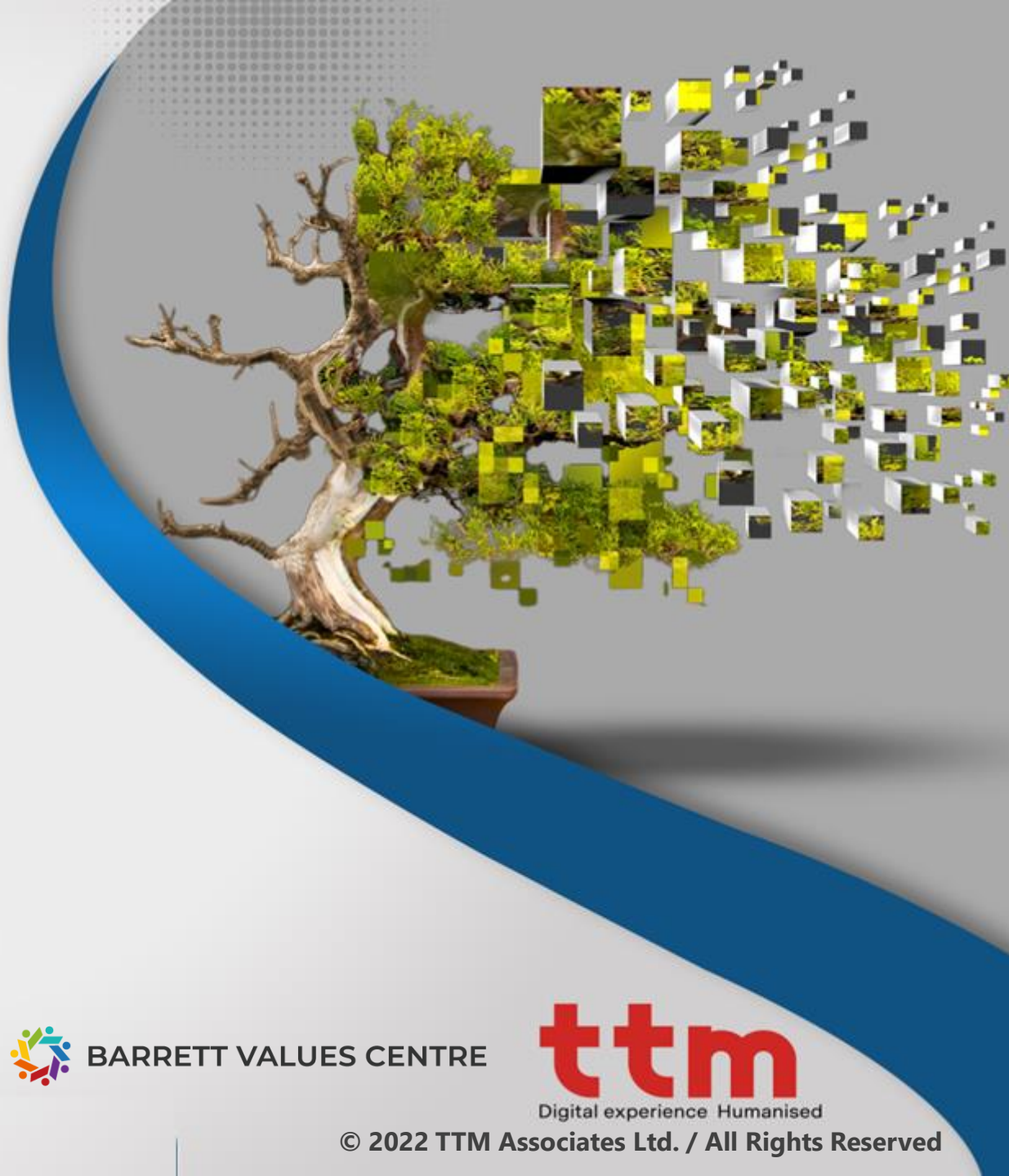


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Ms. Rawan Hassan Culture & Wellness Solutions Lead TTM Associates

How We Will Work Together ?



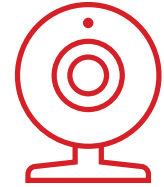
Stay Focused!
Turn off all other devices



Acknowledge others



Use "raise hands" when needed



**Please;
Camera On**



Engage!



Submit Questions in the Q&A Section



Request Permission to voice a Question

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September 15 | October 03 | October 20

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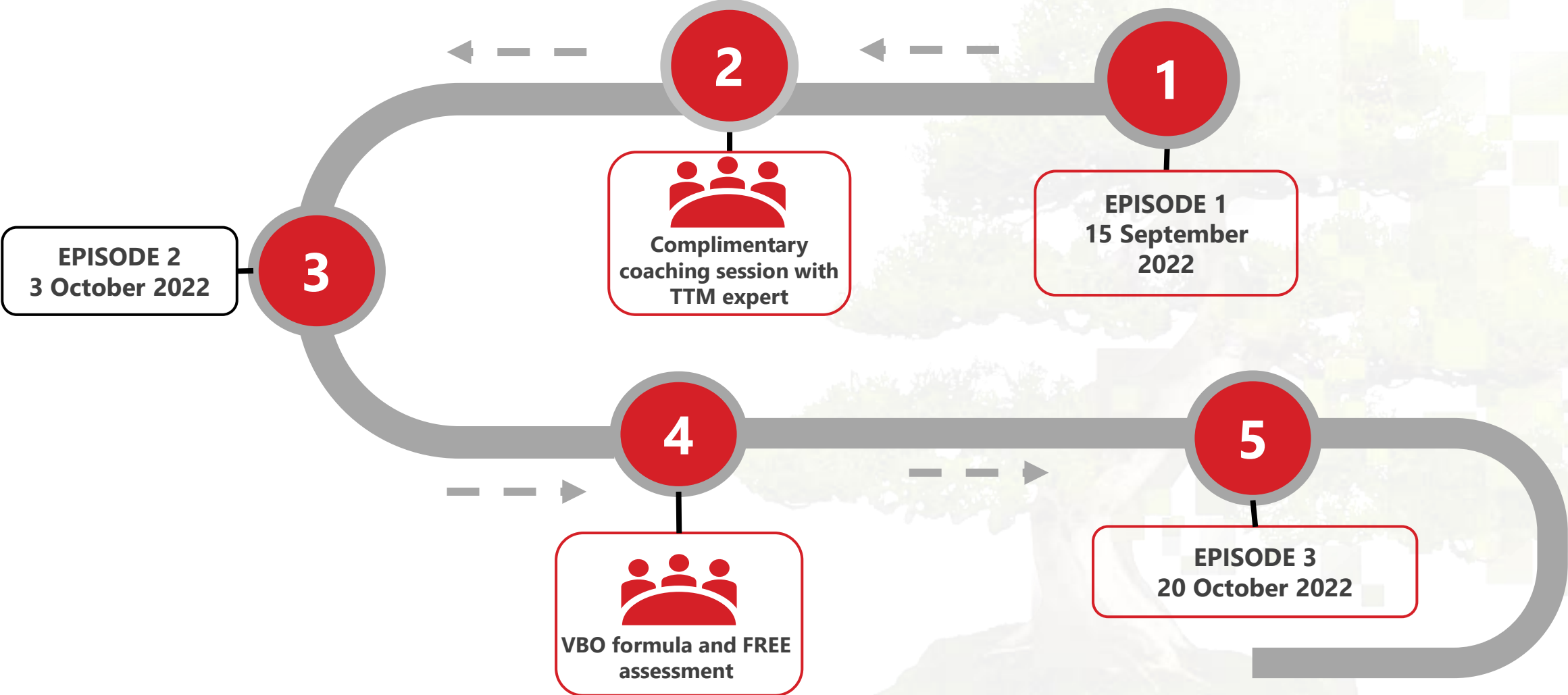


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The Journey



The World is Facing Many New Unprecedented Challenges....



Climate Change

“This is a continuous challenge that threatens our planet”.



Pandemics Health & Safety

It has been here for ages!
We were skeptical about it!



Digital Disruption

The 4th industrial Revolution posed lots of Challenges / Opportunities!

Disrupted Business System in a Low-touch Economy i.e. Digitally Driven...



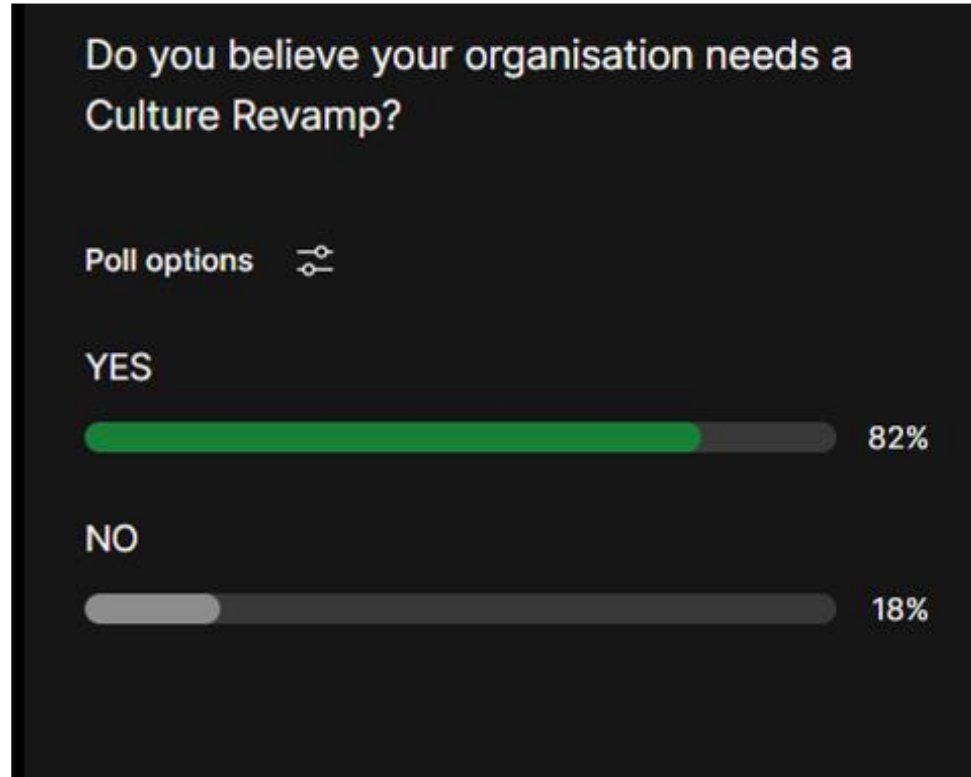
Poll



Poll 1

Do you believe your organisation needs a Culture Revamp?

- Yes
- No



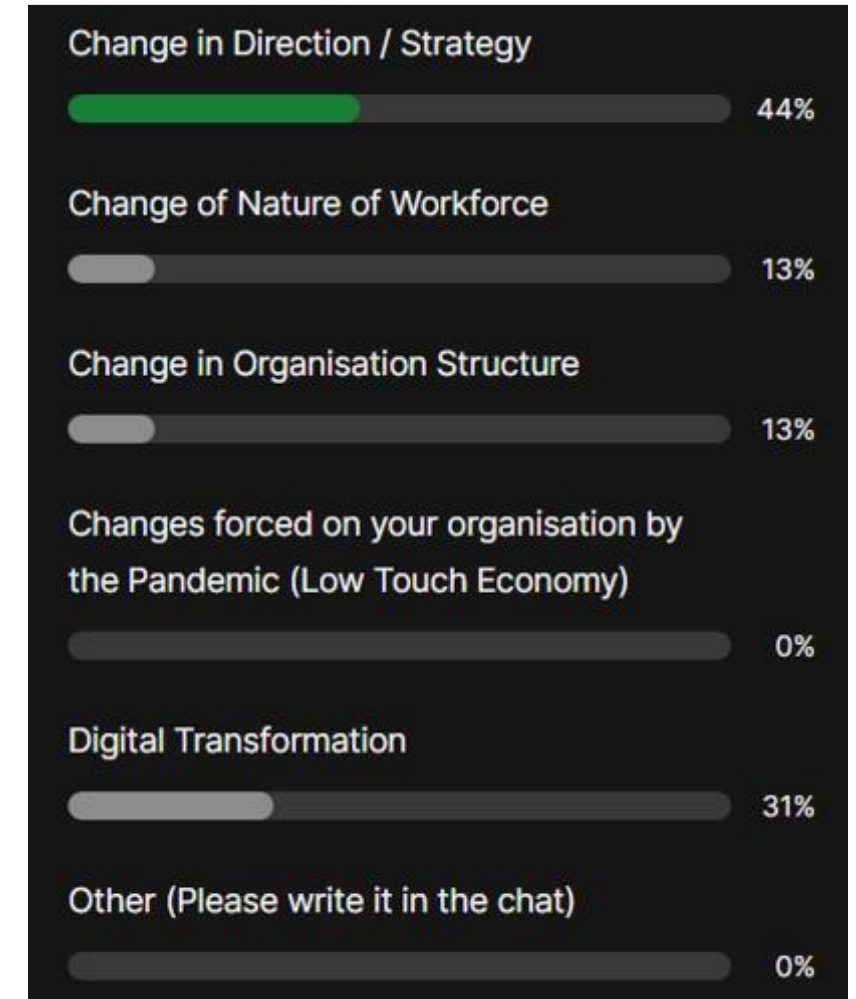
Poll



Poll 2

Which do you believe is main driver for Culture Revamp?

- Change in Direction / Strategy
- Change of Nature of Workforce
- Change in Organisation Structure
- Changes forced on your organisation by the Pandemic (Low Touch Economy)
- Digital Transformation
- Other.. (write it in the chat)



Employee Experience!



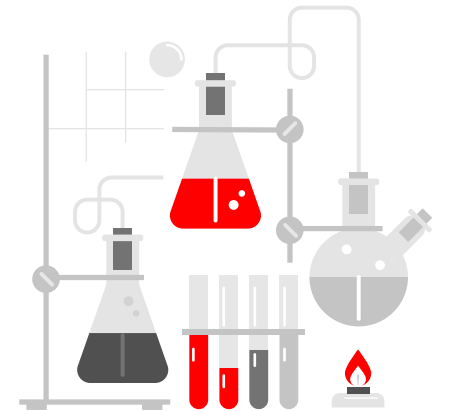
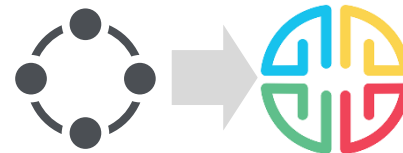
Culture Transformation Solution



Employee Engagement Solution

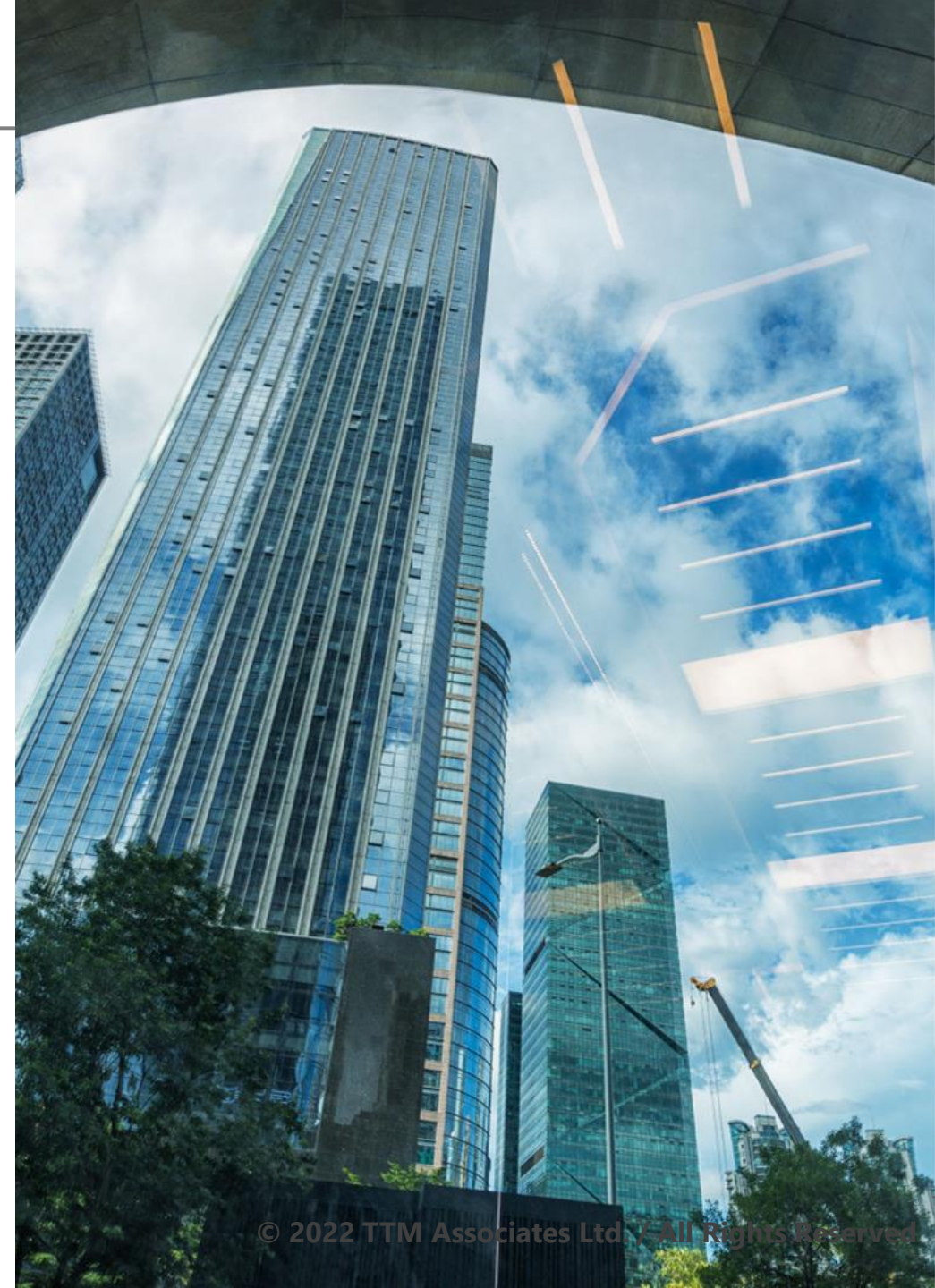


Wellbeing Solution



Cultural Shift & Evolution

What is needed to sustain the evolution?



Study Overview

Total participants: 2811

Timeframe: May - Dec 2021

Approach: online panel & network

Australia: 292

Europe: 477

Latin America: 493

North America: 1200

South Africa: 349



Study Overview - Europe

Total Participants: 477 full-time employed

Timeframe: Oct-Dec 2021

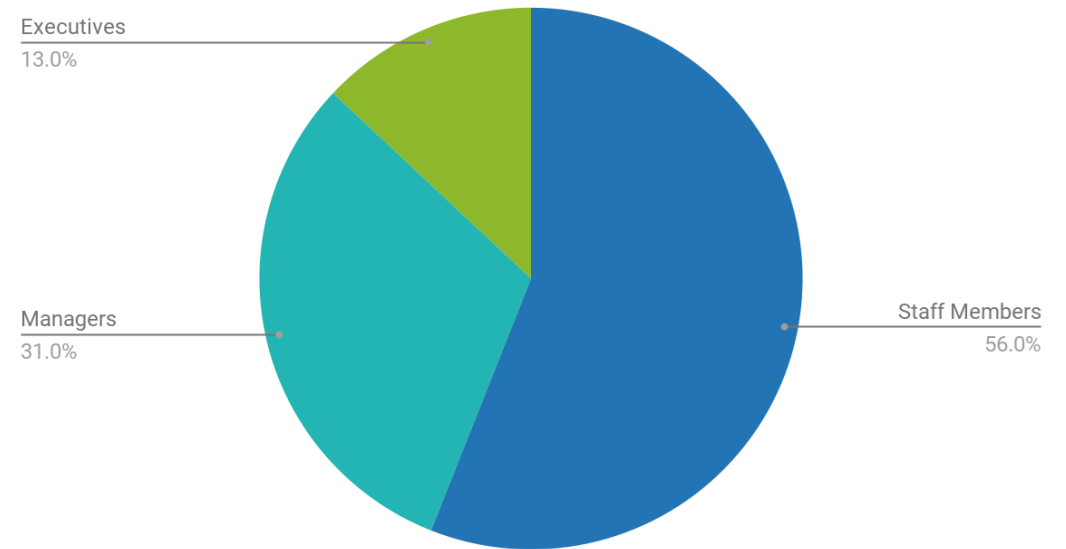
Industry: 38 different industries

Work Role: staff (269), manager (148), exec (60)

Gender: male (237), female (237)

Age: Baby Boomers (98), Gen X (210),
Gen Y (136), Gen Z (33)

Participants by Position



Different Perspectives

Current Culture Scores for Study Participants



Position	Age	Country	Gender
All N=477 66	Boomers N=98 60	France N=154 81	Male N=237 70
Exec N=35 58	GenX N=210 55	Portugal N=158 60	Female N=237 51
Manager N=105 71	GenY N=136 66	Spain N=150 77	
Staff N=151 63	GenZ N=33 74		

The Emerging Workplace Trends – The Future Work

What is being called
the Future of Work?



What is needed to be
done to Carry the Shift in
the Future of work
Culture?



What is needed from
leaders to guide this
transformation?



Main Highlights

Agile culture desired to continue with new focus on employee development



Disruption benefits realized like quality of life & human rights focus



Trust in leadership strengthened (for some)



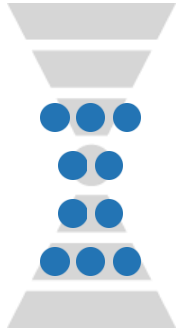
Overall Group Results

Europe
477 participants

- 7 Contribution
- 6 Collaboration
- 5 Alignment
- 4 Evolution
- 3 Performance
- 2 Relationships
- 1 Viability

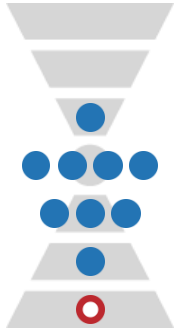
- Positive Value
- Potentially Limiting

Personal Values (PV)



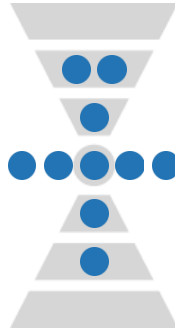
VALUE	VOTES	LEVEL
positive attitude	170	5
friendship	146	2
adaptability	130	4
honesty	123	5
continuous learning	118	4
family	103	2
creativity	100	5
efficiency	100	3
achievement	94	3
welcoming	93	2

Current Culture Values (CC)



VALUE	VOTES	LEVEL
adaptability	122	4
results orientation	99	3
continuous improvement	92	4
achievement	87	3
positive attitude	86	5
efficiency	85	3
customer satisfaction	83	2
cost reduction	82	1
goals orientation	80	4
continuous learning	78	4

Desired Culture Values (DC)



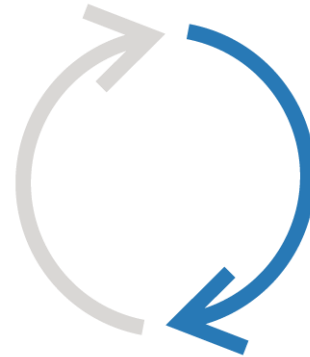
VALUE	VOTES	LEVEL
continuous improvement	122	4
adaptability	121	4
employee development	105	4
positive attitude	103	5
continuous learning	101	4
efficiency	101	3
agility	98	4
employee recognition	94	2
strategic alliances	86	6
leadership development	74	6

Current Culture



● **EFFECTIVENESS VALUES**

Results Orientation
Achievement
Effectiveness
Customer Satisfaction
Cost Reduction



● **GROWTH VALUES**

Adaptability
Continuous Learning
Continuous Improvement
Goals Orientation



● **CHARACTER VALUES**

Positive Attitude

Limiting Values

Limiting Values in the Current Culture

(Receiving 17% votes or more)

- Cost Reduction

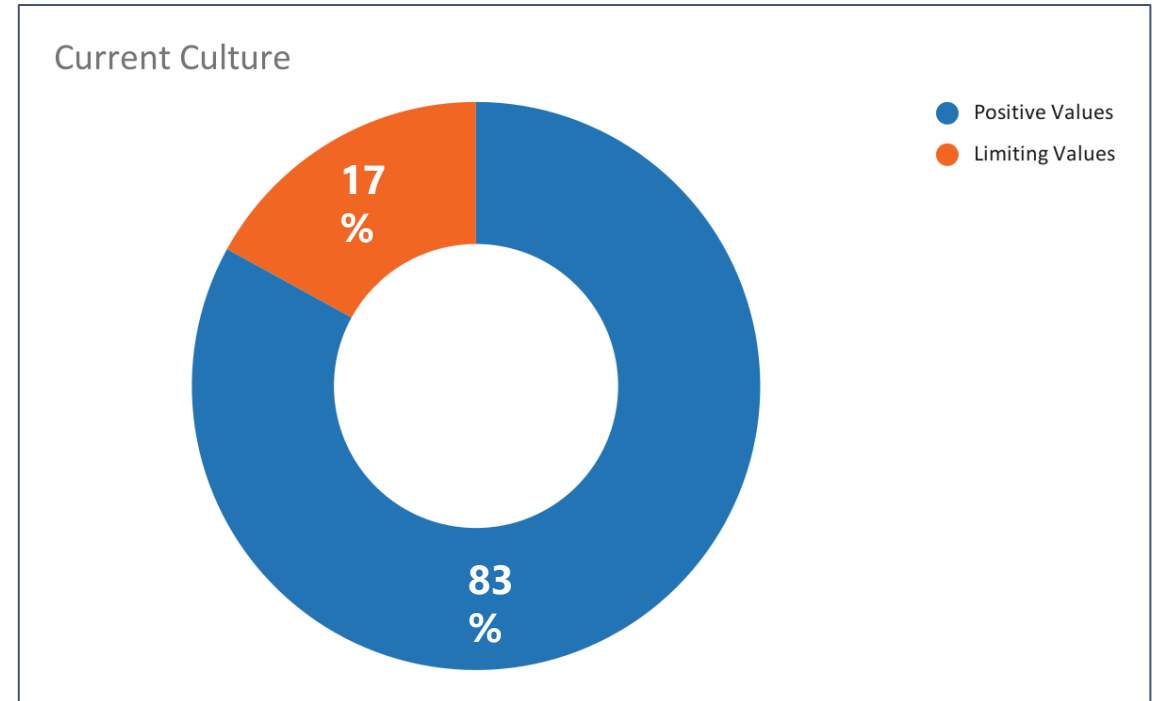
Limiting Values “Below the Surface”

(Receiving at least 10% votes)

- Bureaucracy
- Hierarchy
- Long Hours
- Income Inequality
- Short Term Focus

Total Limiting Values

17% Overall Cultural Entropy





Culture of Care - Experienced by Some, but not All

Say their organization's
valuing of employees
has increased during
the pandemic

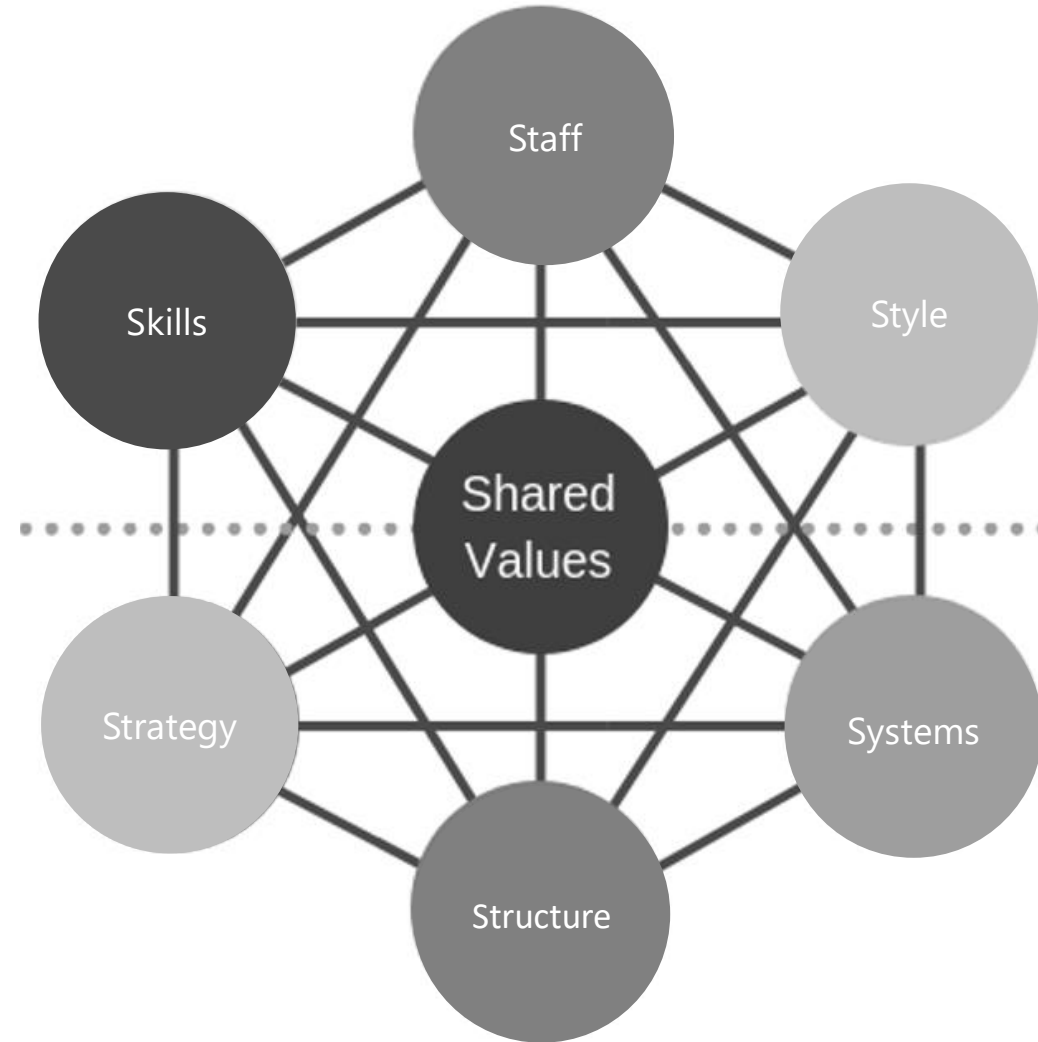
Feel their organization
cares about them as a
person

Report feeling satisfied
with their jobs overall

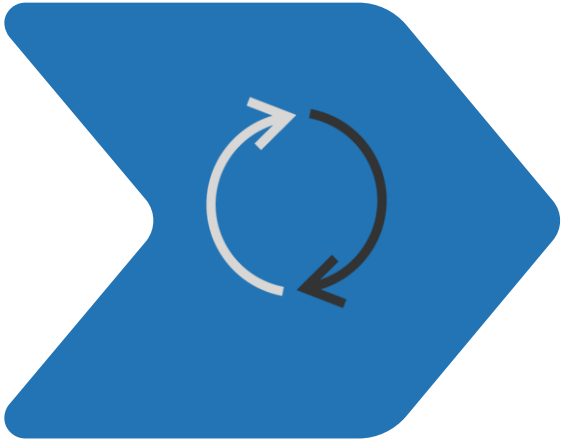
Contrast of Experience - Caring Culture

<p>Survey Question: “I feel my organization cares about me as a person” 477 Total participants</p>	<p>Feel Cared About By Organization - High (Response: Strongly Agree, Agree) 249 participants</p>	<p>Feel Cared About By Organization - Low (Strongly Disagree, Disagree, Neutral) 228 participants</p>
<p>Average Culture Score</p>		
<p>Cultural Entropy or amount of dysfunction</p>	<p>9% Cultural Entropy</p>	<p>25% Cultural Entropy</p>
<p>Average Top Values</p>	<ul style="list-style-type: none"> adaptability continuous improvement positive attitude customer satisfaction continuous learning agility diversity professional growth teamwork quality 	<ul style="list-style-type: none"> results orientation bureaucracy achievement adaptability profit cost reduction hierarchy goals orientation efficiency long hours

The 7s Model



Desired Future Workplace Culture



● CURRENT CULTURE

- Adaptability
- Continuous Learning
- Continuous Improvement
- Efficiency

● NEW VALUES TO FOCUS ON

- Employee Development
- Leadership Development
- Employee Recognition
- Strategic Alliances
- Valuing People

Trust in Leadership Strengthened - For Some, but Not All

Much of the current leadership style desired to continue



- *Open to new ideas, adaptability, positive attitude,*
- *Accessibility, listening, continuous improvement*

Increased emphasis for leaders: Building Relationships

- *Providing feedback, empathy, employee recognition*



Contrast Of Experience - Trust In Leadership

<p>Survey Question: “The way my organization has responded to the pandemic has strengthened my trust in my organization’s leadership”</p>	<p>Trust in Leadership - High High = Strongly Agree, Agree 249 participants</p>	<p>Trust in Leadership - Low Low = Strongly Disagree, Disagree, Neutral 228 participants</p>
<p>477 Total participants</p> <p>Average Culture Score</p>		
<p>Leadership Entropy amount of fear-based values</p>	<p>10% Leadership Entropy</p>	<p>23% Leadership Entropy</p>
<p>Average Top Leadership Values</p>	<p>open to new ideas positive attitude accessible adaptability continuous improvement ambition organized empathy listening respect</p>	<p>goals orientation results orientation ambition control information hoarding open to new ideas continuous improvement long hours short-term focus hierarchy</p>

Trust in Leadership Strengthened - For Some, but Not All

Agree their organization's response to the pandemic has strengthened their trust in leadership

Leadership communication has increased in their organization since the pandemic

Agree their organization's leadership has leaned into their values to guide decision-making

What Is Being Asked From Leadership?



● CURRENT VALUES

- Open to New Ideas
- Positive Attitude
- Accessibility
- Adaptability
- Listening

● NEW VALUES TO FOCUS ON

- Providing Feedback
- Empathy
- Employee Recognition
- Team Builder
- Inspiring

Cultural Shift To the Future!

- What is your **workforce** calling for?
- What have you **learned** from this disruption?
- Have you **built trust** and are you carrying it forward?
- What is being asked for from **leadership** to guide employees through this transformation and beyond?



Next Session – Episode 2

Culture Transformation Thought Series



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Episode 2:

Essentials for Building a Values-Based Organisation.

October 03, 2022 - 10:00 am UK Time



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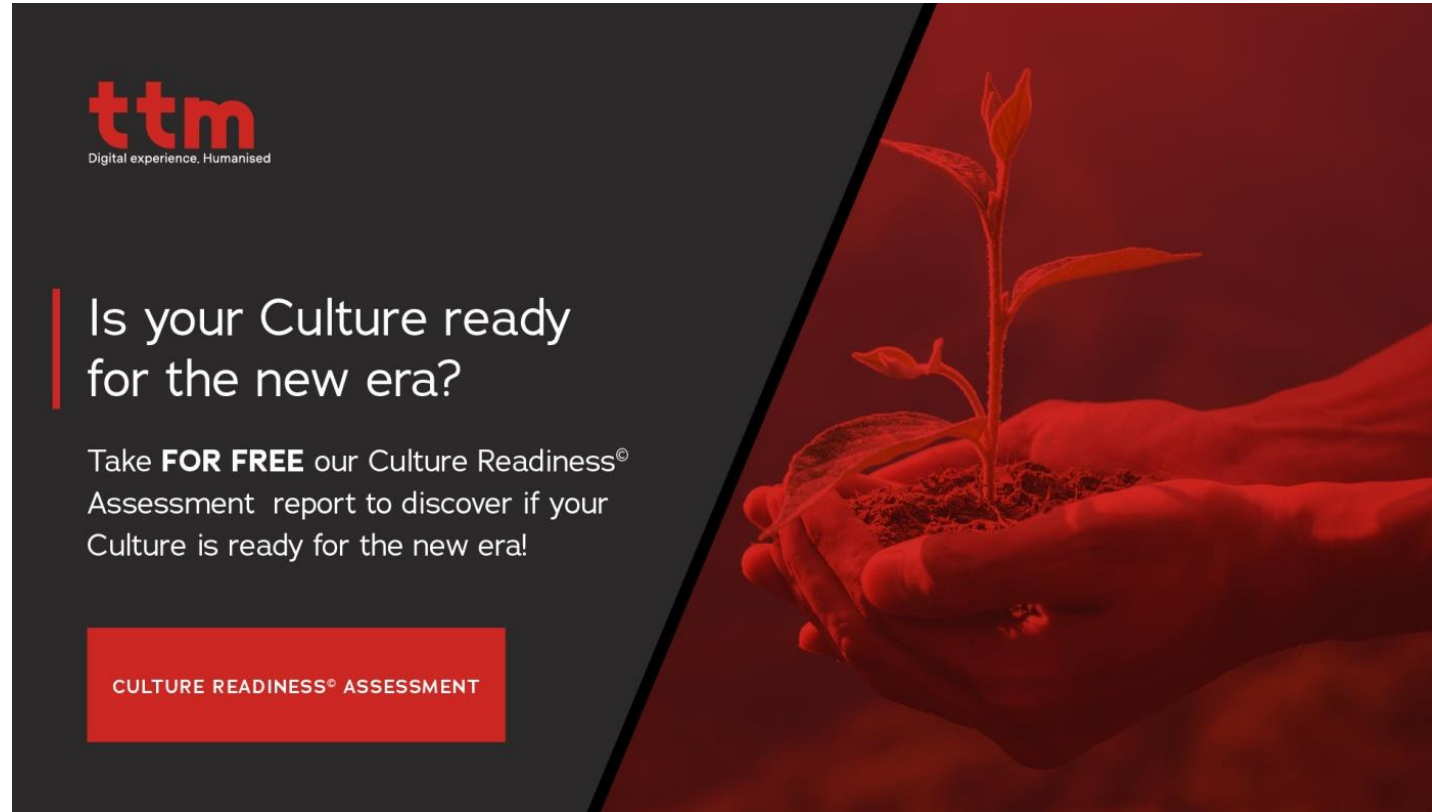
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Next Session – Assignment

Take our [Culture Readiness© Assessment](#) to discover if your Culture is ready for the new era!



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