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STRATEGIC

Mindset: Culture Matters

Culture is the set of beliefs and processes in an organization that affect the total motivation of its people. It is reflected in how people behave, make decisions, interact with each other, and do their work. Organizational culture not only shapes the employee experience, it drives performance and affects the bottom line.

As organizations work to engage top talent, maximize resilience, and thrive in remote, hybrid, and ever-changing work environments, culture matters now more than ever.

Companies with healthy cultures have

3 times

greater total returns to shareholders^[1]



Only **23%**

of U.S. employees strongly agree that they can apply their organization's values to their work every day^[2]

70%

of transformations fail, and 70 percent of those failures are due to culture-related issues^[3]



In a recent global survey of 500 CEOs,

82%

focused on organizational culture as a key priority in the past three years to improve financial performance, increase engagement, improve DEI, reinforce change, and more^[4]



To succeed in today's disruptive marketplace, organizations need to invest in shaping inclusive and healthy cultures. Find out more and tell us why culture matters to you by visiting us at www.MindpowerStrategic.com

*Sources:

[1], [3] Bryan Hancock, Bill Schaninger, and Brooke Weddle, "Culture in the Hybrid Workplace", McKinsey, June 11, 2021, <https://www.mckinsey.com/business-functions/people-and-organizational-performance/our-insights/culture-in-the-hybrid-workplace>.

[2] Shannon Mullen O'Keefe and Vibhas Ratanjee, "Cultivate 5 Drivers for a High Performance Culture," Gallup, September 25, 2020, <https://www.gallup.com/workplace/320960/cultivate-drivers-high-performance-culture>.
Rose Gailey, Ian Johnston, Andrew LeSueur, "Aligning Culture with the Bottom Line: How Companies Can Accelerate Progress",

[4] Heidrick & Struggles, May 23, 2022, <https://www.heidrick.com/en/insights/culture-shaping/aligning-culture-with-the-bottom-line-how-companies-can-accelerate-progress>.