



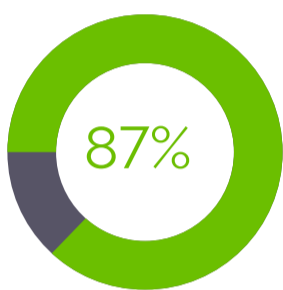
ORGANIZATIONAL CULTURE



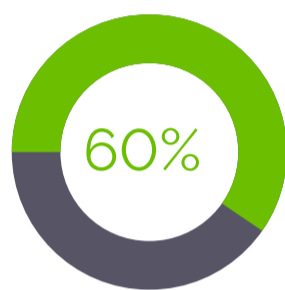
WHAT IS CULTURE?

Culture is the values and norms, dominant leadership styles, language and symbols, procedures and routines, and the definitions of success that make an organization unique.

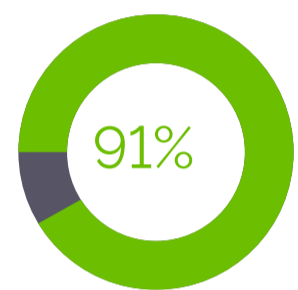
IMPORTANCE OF ORGANIZATIONAL CULTURE



87% of executives surveyed around the world believe that company culture is important and is one of their top challenges.



60% of executives think culture is more important than strategy or operating model.



91% of executives and employees whose company has a strong culture say their company has a history of strong financial performance.

Source: Deloitte's Global Human Capital Trends Report 2015, inclusive of Surveys and Interviews with More than 3,300 Business and HR Leaders from 106 Countries. Source: 2009 International Coach Federation (ICF) Global Coaching Client Study

WHO IS RESPONSIBLE FOR CULTURAL CHANGE?



TOP LEADERSHIP
59% Claim the CEO and other top leaders are responsible for cultural change



ALL EMPLOYEES
14% Say the entire company is responsible for cultural change

Source: 2009 International Coach Federation (ICF) Global Coaching Client Study

HOW TO CHANGE ORGANIZATIONAL CULTURE DRAGONFLY CONSULTANT'S APPROACH



1. Examine your culture through the lens of what motivates the individual both inside and outside of your organizational boundaries



2. From leadership to employees, we tailor our process to meet your needs as a unique organization by being able to offer both a quantitative and qualitative approach.



3. Provide you with the help you want to transform into a sustainable organization for years to come with a happy and motivated team.

GET IN TOUCH WITH US TODAY TO LEARN HOW WE CAN SUPPORT YOUR ORGANIZATION'S CULTURE TRANSFORMATION.

