

We Create *Cultures* That Mean *Business*.

What is culture?

The way employees think and act.

The Culture Impact

Culture has been a competitive differentiator for the most-profitable companies. But culture is meaningless just for the sake of culture. Purposeful cultures create experiences that shape beliefs, which drive actions and business results.

Harvard longitudinal study on the long-term economic performance of businesses with and without strong cultures:

Results	Businesses without	Businesses with
Revenue Growth	166%	682%
Employment Growth	36%	282%
Net Income Growth	1%	756%
Stock Price	74%	901%

When working to improve Business Results, where do leaders spend most of their time?*



What has the most IMPACT on our Business Results, culture or strategy?*



Culture Matters: Stronger Cultures...

- increase net income by 750% and stock price by 900%. (Stanford University/Culture Partners)
- return 7% higher revenue per employee Y2Y (Great Places To Work)
- realize 4x average annual returns than high-turnover cultures (Forbes)
- see happier employees, who perform at 12% higher productivity (Columbia University)

How Culture Partners drive Business Results

Businesses who partner with us on our proprietary Culture Journey average 44.5% revenue increase over three years vs. average of 16.7% of comparables.

Client Case Study Highlights

- 200% increase in profit margin within 18 months
- 7,000% return on equity investment; most successful “split-off” in Wall Street history
- 102 point turnaround in employee net promoter score in less than a year

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