



Culture Sensing

Measuring your organisational culture

Private and Confidential
2025

Why does Culture matter?

Culture is the foundation stone for an organization to make their employees feel valued, empowered and inspired

It helps bind people together and can drive the execution and consistency of business strategy.



82% of executives¹ think that culture is a potential **competitive advantage**



When culture and strategy are aligned, companies can show as much as a **50% differential in performance**³



77% of people consider a **company's culture** before applying for a job there²



56% of people responded that company **culture is more important than salary**²

It has demonstrated an impact on numerous business growth outcomes.

Companies with **strong corporate culture** have^{*3}

4x

Higher score in
revenue growth

12x

Higher score in
stock price growth

8x

Higher score in
employee growth

755x

Higher score in
net income growth

*The data shows the difference in results over an eleven-year period between twelve companies with a strong corporate culture and twenty companies that did not have this sort of culture.; ¹Deloitte's Global Human Capital Trends Report 2016; ²Forbes-Beyond Compensation and Benefits: Why Company Culture Is Key; ³MIT Sloane Research, Forbes, Gallup, HBS Working Knowledge

Deloitte's comprehensive Culture Listening model

For a holistic understanding of the organization's culture with a mix of outside in and inside out culture sensing

External sensing

Analyze market perceptions of the organisation among employees across each pillar to conduct an outside-in analysis



Market perception

Internal sensing

- Past Surveys (Culture assessment, exit interview data, feedback, etc.)
- Meta data from email, meetings, and communication data
- Design and conduct culture survey and analyse survey results for organisation performance



Internal culture perception

Holistic Culture Profile

Provide a holistic view of the culture of the organization as perceived inside and outside.



360 degree Culture View

Culture assessment framework

Organization culture is evaluated on multiple culture pillars and sub pillars which can be further tailored to client's core values

Culture offerings

There are **two methods** to proceed with culture assessment:

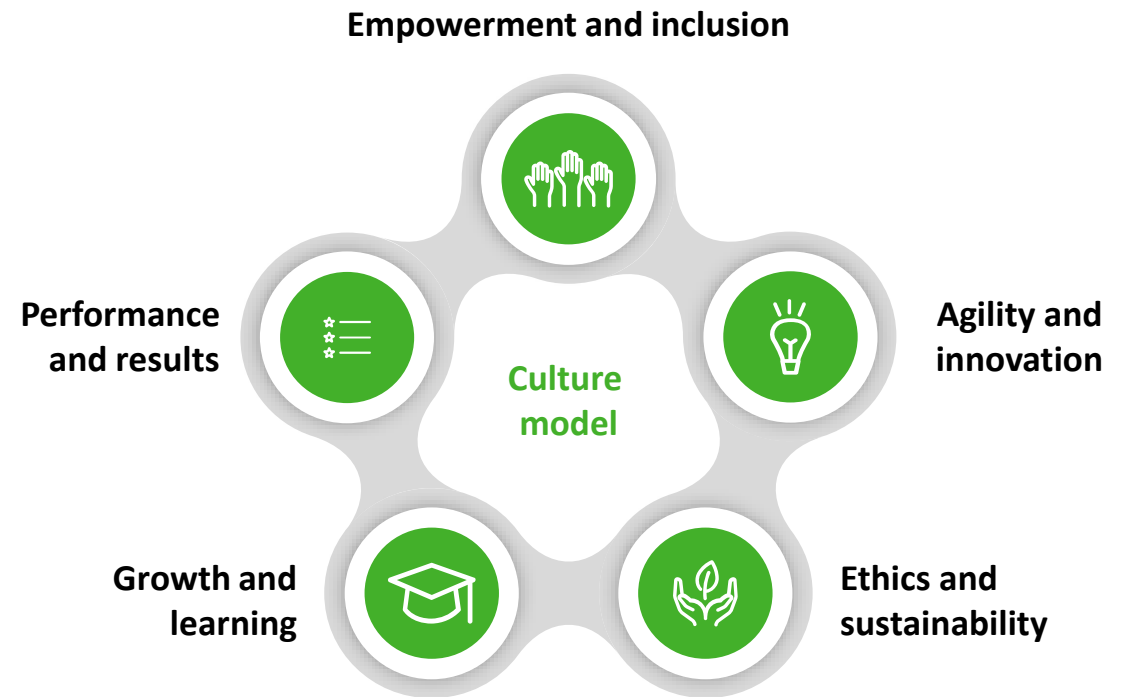
No-touch culture assessment

Leverages employee reviews* from sources like Glassdoor, Indeed, etc. to provide perceptions of culture, with no requirement for additional data from client

High-touch culture assessment

Based on **previously conducted** organisation surveys and **custom-designed surveys** with **AI-driven culture enhancement recommendations**

Illustrative Culture pillars



* Culture pillars can be adapted to clients' pillars

Case Studies (1/2)

Select case studies from our experience with different clients

Internal & External Culture Assessment to identify the impact of Culture on Financial metrics

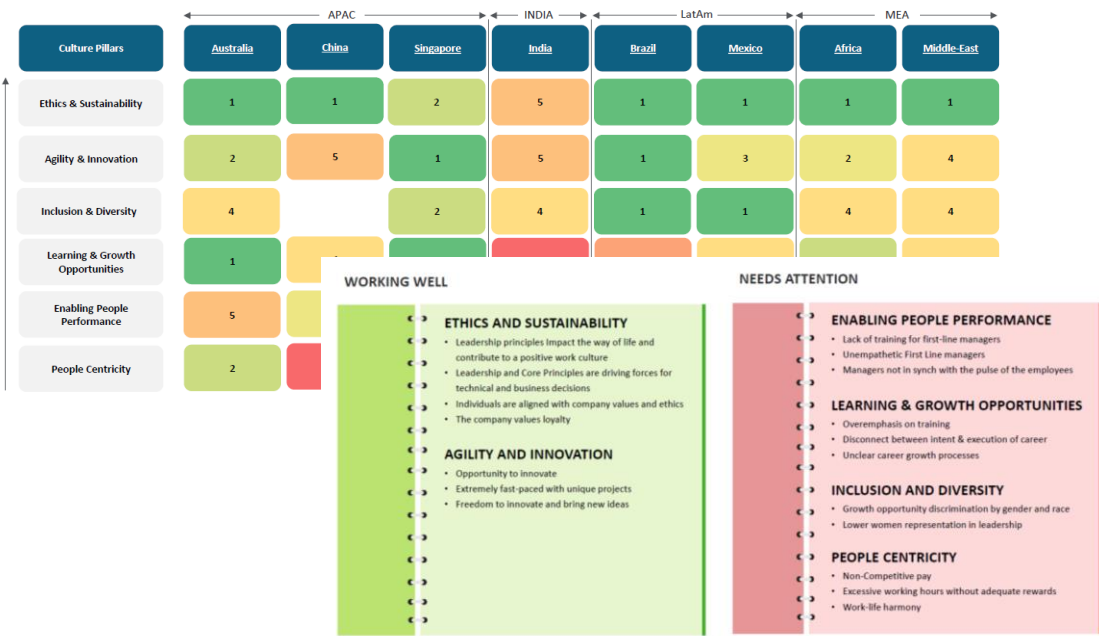
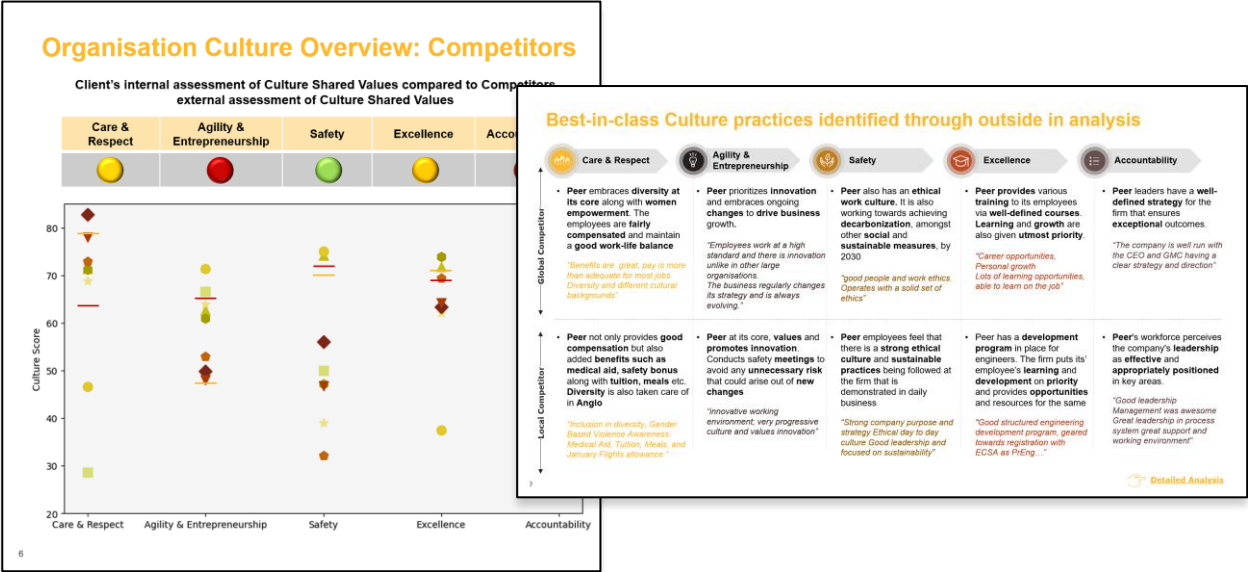
Leading Mining Organization

The client had recently undergone a demerger and wanted to understand its existing organizational culture, the cultural landscape across top companies and the impact of organizational culture on financial and non-financial metrics

Comparative Culture Assessment to draw industry Insights for banks in India

Leading Global Technology Organization

The client was keen to understand how are they doing vis-à-vis their competitors on their internally defined value drivers and typical culture drivers that define best organizations, across their different geographical units.



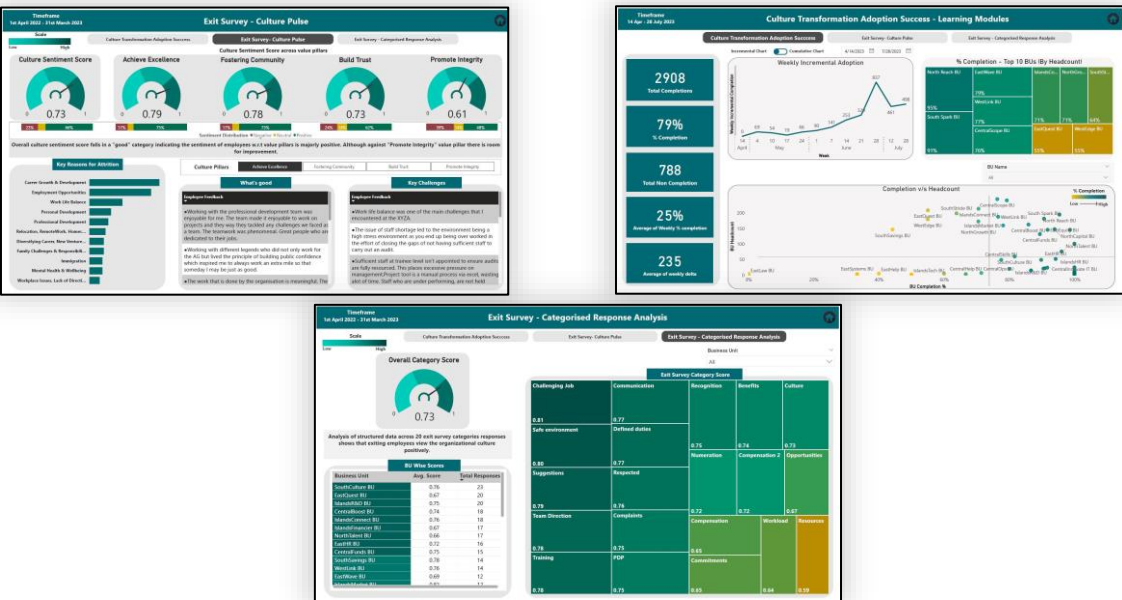
Case Studies (2/2)

Select case studies from our experience with different clients

Internal culture assessment to analyze adoption of culture transformation initiatives conducted by organization

Leading African Finance Organization

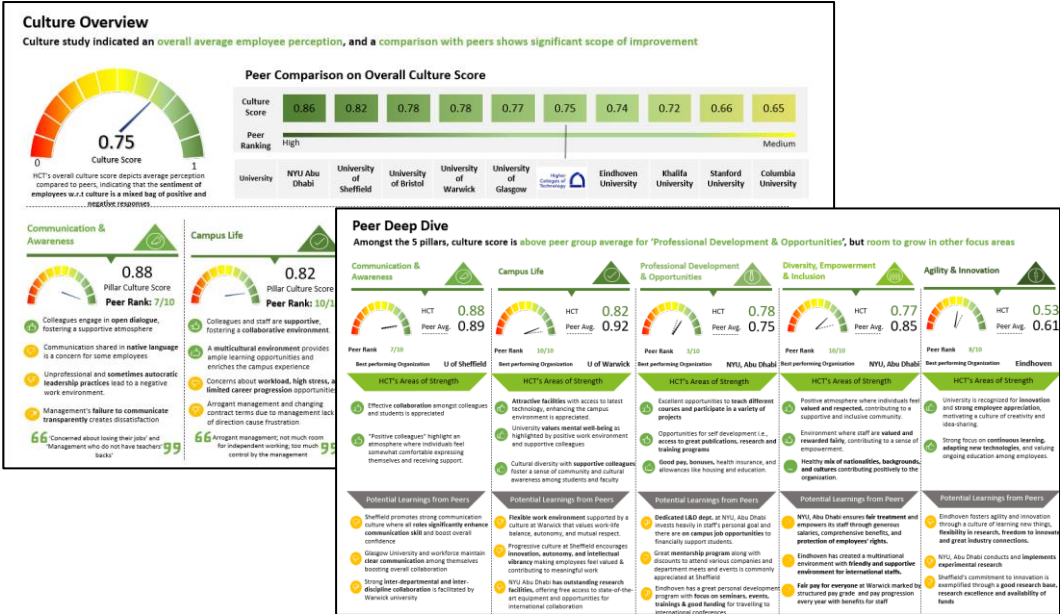
The client was undergoing a cultural transformation and wanted to understand the adoption of various cultural transformation initiatives and current culture



Internal and External culture assessment to understand culture state and incorporate suitable changes to target operating model

Leading Academic Organization

Conducted a culture assessment of the organization through an external benchmarking study and internal culture surveys to develop 5-year strategy and implementation plan



OrgAtlas Platform

Deloitte's Internal Platform with integrated external and internal sensing capabilities



Cultural Analysis Survey

Welcome to the Internal Cultural Analysis survey!

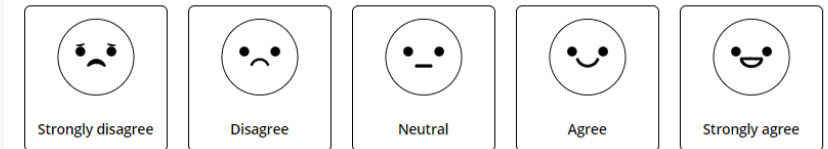
Purpose: The purpose of this survey is to assess and understand the prevailing cultural dynamics within the organization. Participate in this cultural analysis survey to help us make our workplace more inclusive.

How the results will be used: Your voluntary feedback is important to us. It will help us assess and understand the prevailing organisational culture and uncover insights into the shared beliefs and behaviours of employees, helping us identify strengths, weaknesses, and areas of improvement. Analyzing the survey results can guide strategies for fostering a more positive and inclusive work environment.

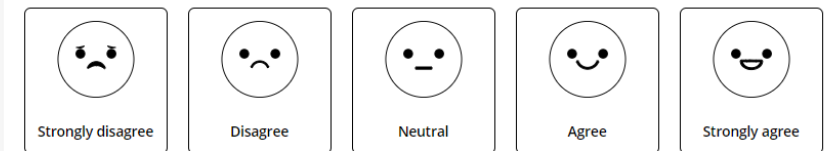
Before you begin, please note:

- Your survey responses are anonymous and confidential.
- It should only take around 45mins-1hr to complete the survey in one go.
- In case you cannot complete the survey in a single session, you can save your progress and submit it later. However, make sure to complete it within the required time frame.
- You must take the survey only one time.
- Once, you have submitted the survey you cannot go back and change your responses.
- To promote inclusivity, we are committed to ensuring that this survey is accessible to all respondents, including individuals with disabilities. If you require alternative formats to participate fully, please contact us @<survey designer email>, and we will make every effort to facilitate your engagement in the survey process.

My managers/supervisors/leaders consistently conveys the organization's values to employees. *



My managers/supervisors/leaders takes efforts to ensure employees are aligned to the organization's values.. *





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