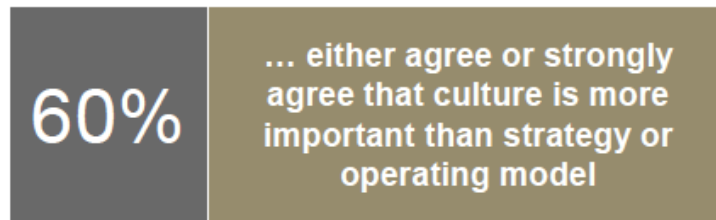




**Manage your culture before it starts
managing yourself**

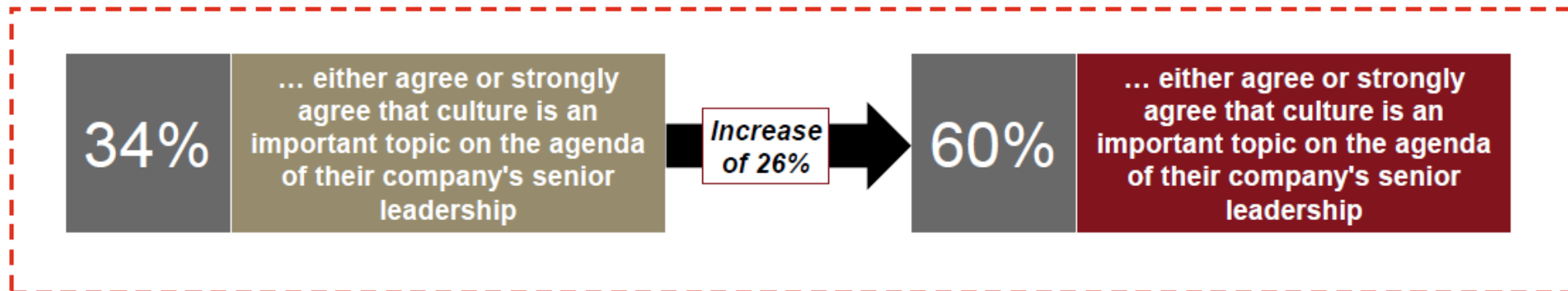
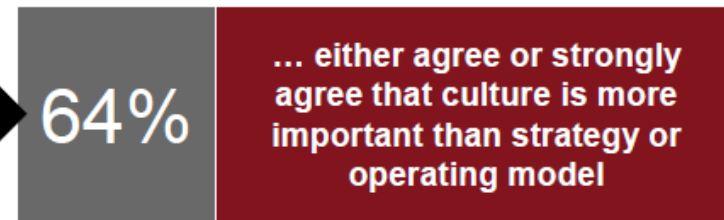
Culture becomes a priority on leadership agenda

2013 Global Culture & Change Survey



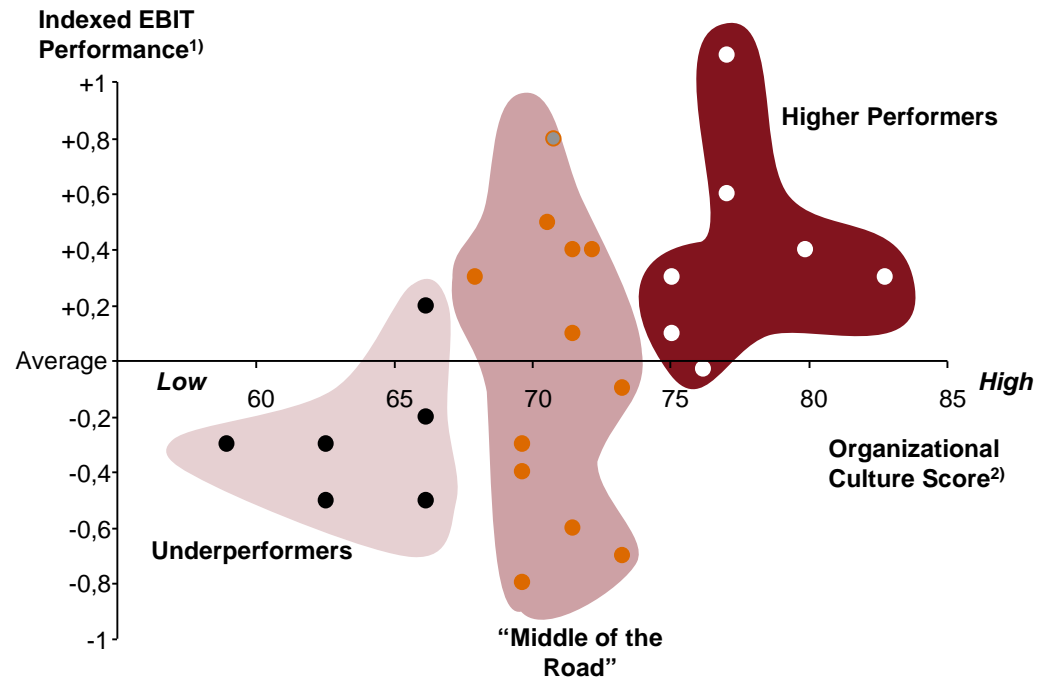
Increase of 4%

2017 Global Culture Survey



Studies show that culture correlates with high performance

Relation between results of an organizational culture analysis and company peer performance



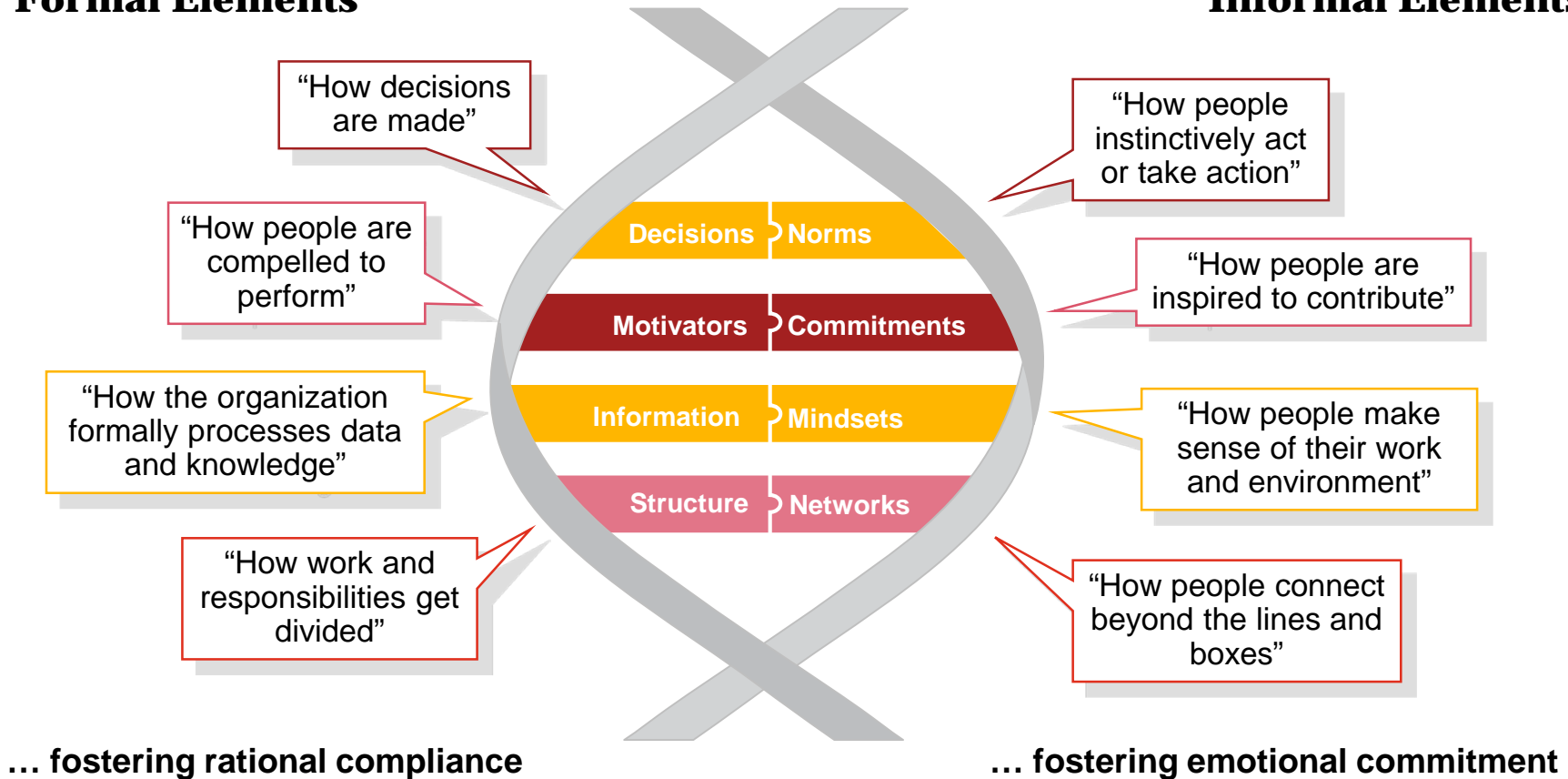
Organizational Culture Score is calculated by analyzing and scoring each company against 10 different cultural dimensions, including Corporate Social Responsibility and Customer Focus. A company's comprehensive performance against all criteria is summed up resulting in an overall score scaled from 0 to 100

1) Company Performance relative to EuroStoxx Sectorindex. Result >0 means outperformance. Considered time interval: 10 years
2) Results of an analysis of company values performance, researched jointly by Bertelsmann foundation and Booz & Company

Organizational DNA Framework

Formal Elements

Informal Elements



“The only thing of real importance that leaders do is to create and manage culture. If you do not manage culture, it manages you, and you may not even be aware of the extent to which this is happening.”

Edgar Schein

A photograph of two men in business attire. The man on the left is wearing a blue suit jacket over a light-colored shirt and is looking down at a white smartphone he is holding. The man on the right is wearing a blue suit jacket over a blue striped shirt and is pointing at a black smartphone held by the first man. The background is blurred, suggesting an indoor setting like a conference or office.

Ján Uriga

+421 903 420 351

jan.uriga@pwc.com