



MARKET EXPERTISE

You Demand We Deliver

Culture Study CATI – Hybrid of Qualitative & Quantitative

Number of Interviews - 100

Objective

The objective of this project was to gain insight on the value of organisational culture as well as its correlation to performance.

Methodology / Approach

Market Expertise conducted around 100 interviews with FTSE 350 or equivalent sized companies. The average LOI of the interview as 20 mins with a few open ended.

The Job title targeted were : The Job title targeted were : C - Level, Board Level (Executive and Non Executive Directors)

The main objectives of the study were :

- ❖ To understand the methods that are most effective in managing culture.
- ❖ To understand the approach to culture at the current organisation of the respondent.
- ❖ To discuss about the responsibility of the board and leadership team in measuring and shaping the organization's culture.
- ❖ Identifying the impact on organization's overall financial performance due to investing in culture.

Deliverable

The results of the this project was uploaded onto the links provided by the client which was down loadable in MS – Excel format.

The respondent status sheet was delivered to the client at then end of the project.