

3 Reasons to choose Culture15



Culture15 unique positioning guide

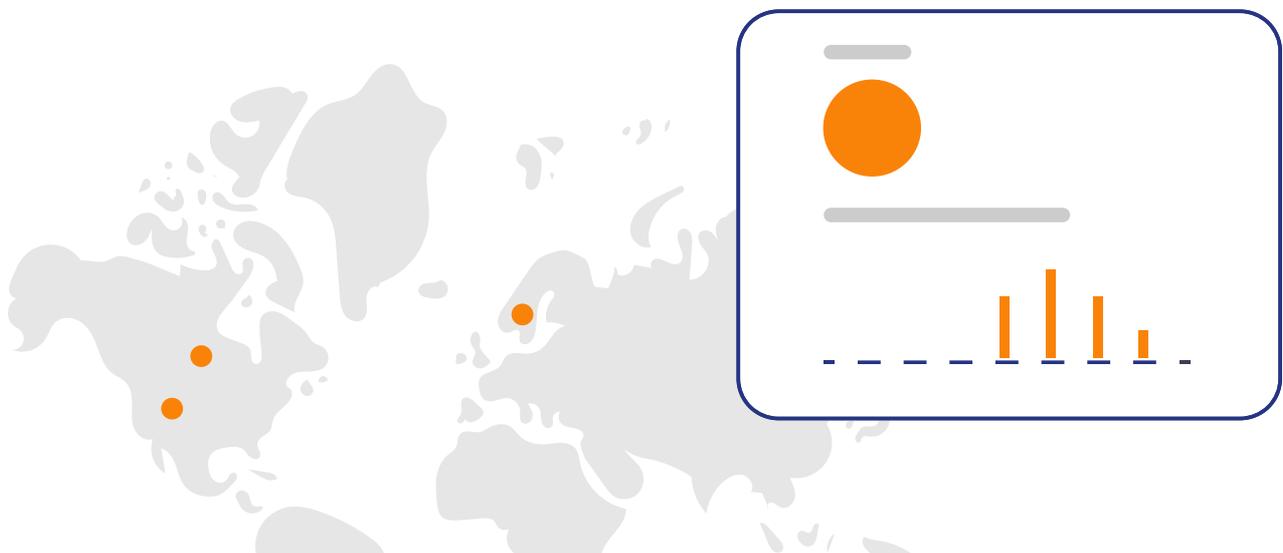
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Why you should measure culture directly, with Culture15

With so many engagement platforms out there, we wanted to make it clear exactly how Culture15 differs from your typical engagement survey and why you should choose to opt for a more practical approach to culture measurement.

So, here's 3 key differentiators that set Culture15 apart:

1. An un-judgemental framework to measure culture in the context of your business.
2. Measuring collective behaviours to truly understand how work gets done.
3. Deployed throughout your management population to empower culture ownership at all levels.



1. An **un-judgemental** framework

Unlike other people metrics like engagement scores, we view culture as entirely contextual, and therefore, do not measure culture using a 'universal' scale.

Since every organisation's culture is completely unique, it shouldn't be benchmarked against other's, which is why we measure culture in the following way:

1. **Define your 'Target' desired culture:**

- What culture do you need in order to be successful?
- How does this align with your current strategy?
- Does it need to change in order to improve performance?

2. **Measure your existing 'Current' culture:**

- Assess your baseline/starting point as it is today.

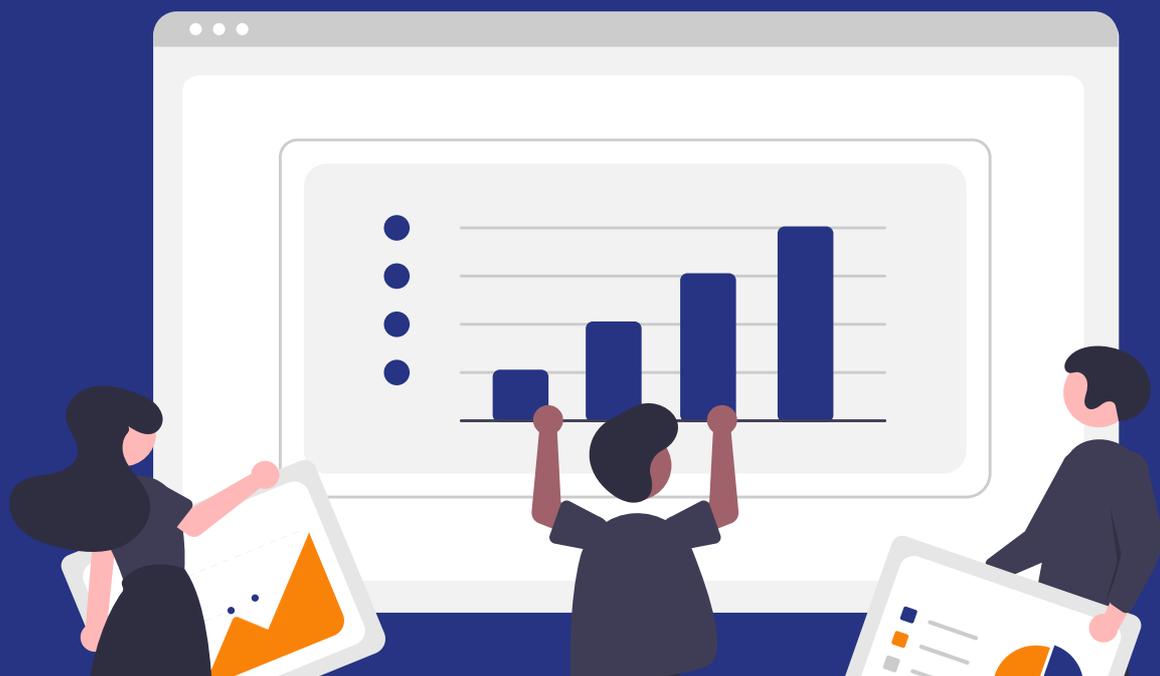
3. **Close the Culture Gap:**

- Given your 'Target' and 'Current' culture, you're presented a 'Culture Gap' (the difference between the two).
- This represents your transformation journey in a way that is entirely contextual to your organisation.

“Culture15 tangibly **articulates our culture**, providing a powerful lens through which to study the **impact of our culture on success**. The tool enabled us - even forced us - to focus on behaviours that were not conducive to **the future we wanted.**”

David Tait

CEO, World Gold Council



2. Culture as collective behaviours

Typically, engagement surveys and other workplace health/wellbeing platforms measure employee sentiment. Sentiment is a measure of how people think/feel and can inform metrics like engagement scores and NPS etc.

Although metrics like these are important to track, they can change day-to-day for any number of reasons (ever been stuck in traffic on your way to work and then asked to complete a survey based on how engaged you are?) and don't truly reflect an organisation's culture. It's therefore, more useful to see engagement as an output of a strong company culture, as opposed to an input to focus on.

So how do we think about and measure culture at Culture15?

We find the best and most practical definition of culture is simply how work gets done. Culture is ultimately about the habitual behaviours that form into recognised and repeated patterns throughout an organisation...

Think: How are decisions made? Is it fast or slow? Is it as fast as we need it be?

It is also critical to think about culture not just in terms of behaviours, but importantly, 'collective behaviours', rather than sentiment (how individuals feel).

So when measuring culture, we ask employees about their experience of work around them, in their area of the business, not to ask how they feel about it, but simply to understand how these habits translate into collective ways of working.

“When I joined as CEO, I needed a **deep understanding** of the culture, quickly, to understand where to focus efforts for **maximum impact**. Culture15 did just that, giving us accelerated **insight into behaviours** to inform how we **deliver our strategy**.”

Chris Jones
CEO, BMJ



3. Deployed throughout management

Historically, the management of culture has often been delegated primarily to HR. While HR plays a vital role in shaping culture, at Culture15, we recognise that an effective culture goes beyond policies and procedures.

We believe that culture is not an HR-exclusive function but rather a collective responsibility that extends to every member of the organisation. While HR remains instrumental, we advocate a more distributed philosophy, one where managers are key drivers in fostering and developing the desired culture within their respective areas of the business.

In this vision, culture becomes a shared mission, with leaders at the forefront, demonstrating and reinforcing the core values and behaviours that have been defined by the organisation.

How is this achieved?

The Culture15 platform is therefore, intended to be deployed throughout the management population of an organisation, allowing them to directly access data from their area of the business, enabling full visibility of the culture they have a hand in building.

“Culture15 provides a sound, **comprehensive methodology** for establishing where you are, where you want to be and what to focus on to **close the gap**. It illuminates strengths and challenges in a positive, constructive way... **a wonderful vehicle to get staff buy-in.**”

Nick Caplin
CEO, Blind Veterans





Are you looking for a practical way to directly measure and manage your culture?

See how Culture15 can help you achieve this.

[Book a Demo](#)