

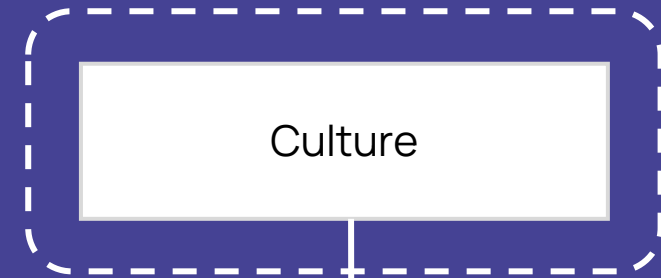
# Culture15®

A new way to measure and manage culture

Jan 2025

# Why culture is critical to measure

- The ability to execute your strategy depends primarily upon your culture, which is defined as collective behaviours and dictates ways of working.
- To make sure your culture accelerates execution (rather than acting as a brake), you must actively manage it as a central part of your strategic narrative.
- To do this, you must first understand your 'Culture Gap': the difference between your desired culture and the one you have today.
- You must define the culture you need and diagnose where you are today – only then can you track your progress towards closing the Culture Gap and accelerate performance.



## **Defined as:**

The collective behaviours that dictate ways of working in an organisation.

## **Culture evolves over time:**

Through growth, mergers, acquisitions, and restructures, the behaviours that show up daily in your organisation will evolve with the organisation.

## **Culture aligns with strategy:**

When collective behaviours are aligned with strategy, organisations can be explicit about culture and pursue high performance and growth

## **Culture impacts engagement:**

Engagement is a score based on employee sentiment and feeling which is an outcome of your culture and the behaviours that exist in your organization.

# Problems Culture15 has been designed to address

## Typical client challenges

"We don't have a clear idea of what sort of culture we need...where do we begin?"

"We need a structured and rigorous way to measure our culture and track our progress over time."

"I'm a manager and I don't know how to manage culture in my area of the business."

"I'm on the board of an organisation and I want to make sure they're building the right culture."

"We're trying to create a high-performance culture, but we don't know what that looks like."

"We've been trying to improve our culture, but I don't know whether we're making progress."

"We've acquired a new organisation and need to ensure cultural alignment."

"We have clear values, but no idea whether they're being lived."

"Culture is so intangible...we end up relying on subjective anecdotes to get a picture and it's not effective."

"We've been measuring engagement, but we aren't seeing any changes in performance."

# What you get



## An objective behavioural framework

- Focusing culture on collective behaviours
- Common language and understanding
- Alignment not just on words, but what they mean in practice
- Objective measurement of how work gets done



## Quantitative culture metrics

- Makes culture measurable
- Track progress over time
- Manager KPIs
- Holistic measurement of culture, including Trust, Engagement, Sentiment & Verbatim analysis



## Customised to your organisation

- Set a target culture, specific to your organisation
- Segmented results to reflect your structure
- Use your language to describe culture
- Measure your progress on your selected metrics
- Turn your high-level values into practical gauges of culture

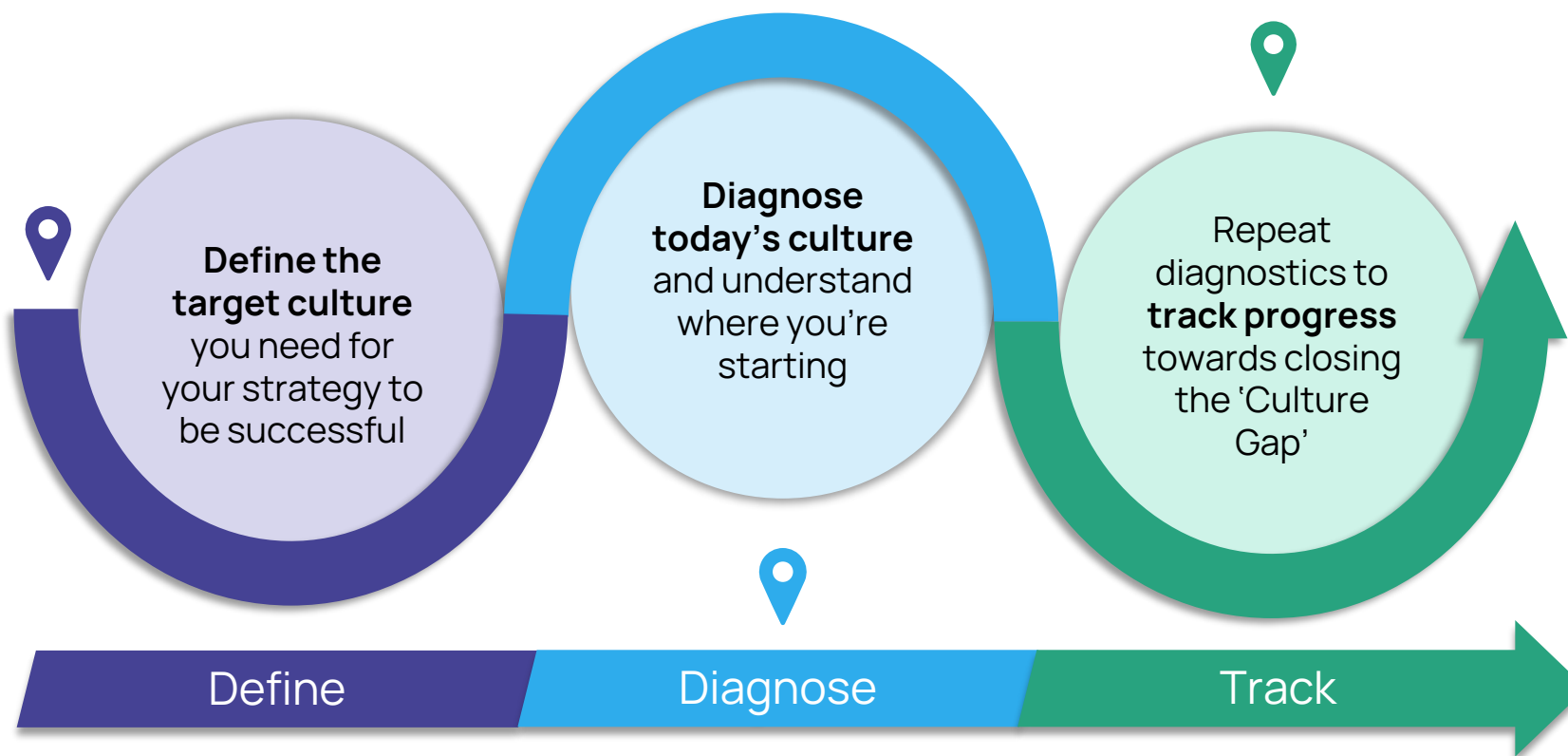


## Improved manager focus & accountability

- Data segmentation, improving manager accountability
- AI-powered summary and analysis of sentiment and themes
- Action tracking and assignment
- Tailored recommendations

# Helping you measure & manage culture

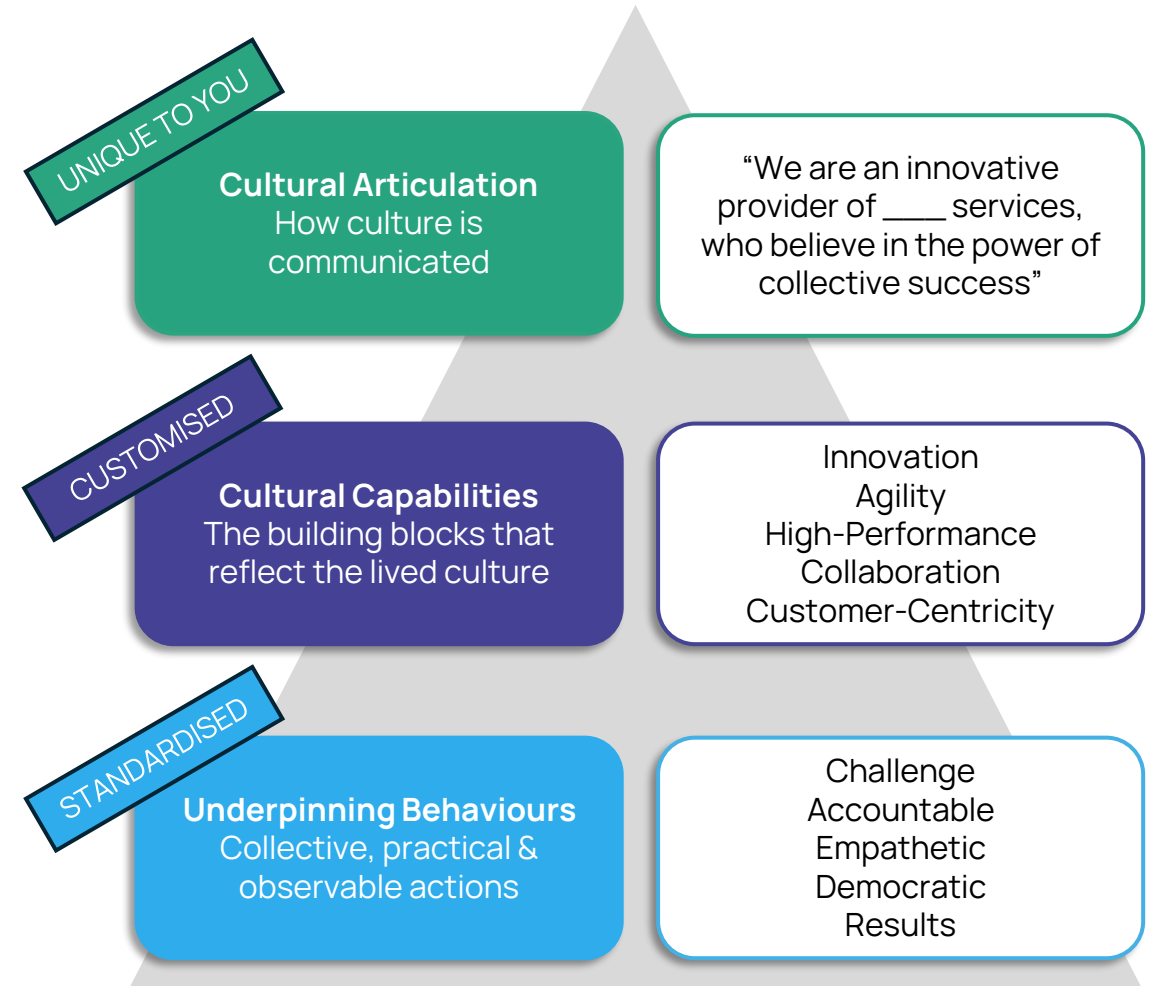
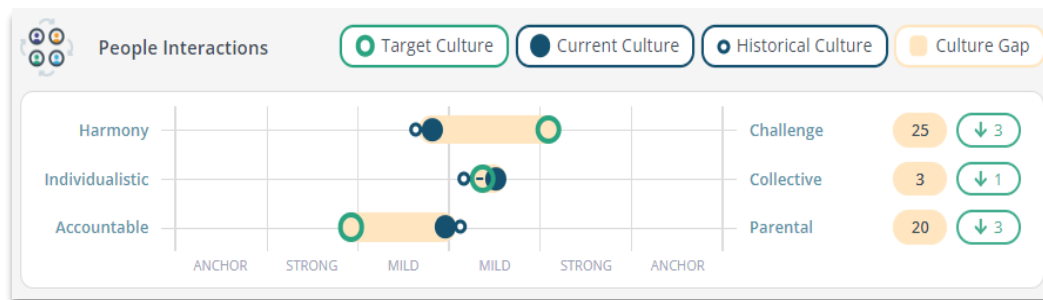
A blend of qualitative and quantitative enquiry over three key phases.



# Our unique approach

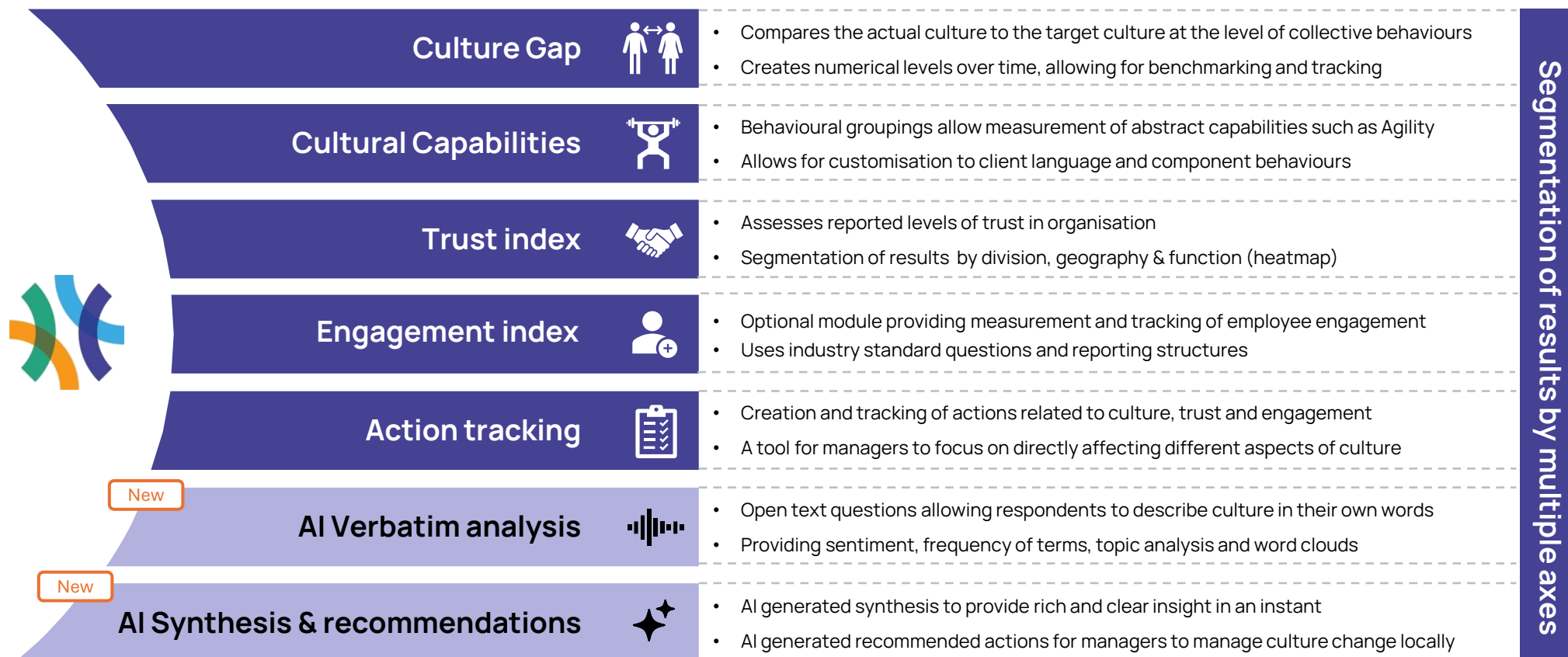
How we enable culture management.

- Culture15's innovative platform allows for the measurement of an organisation's **collective behaviours** and their associated "**company values**" (or cultural capabilities).
- These measurable, observable behaviors form the building blocks for our **cultural framework**, giving you the ability to analyse and actively manage your company culture over time, and across multiple segmentations.



# What is Culture15?

An AI-enabled management platform, enabling you to measure and manage culture:



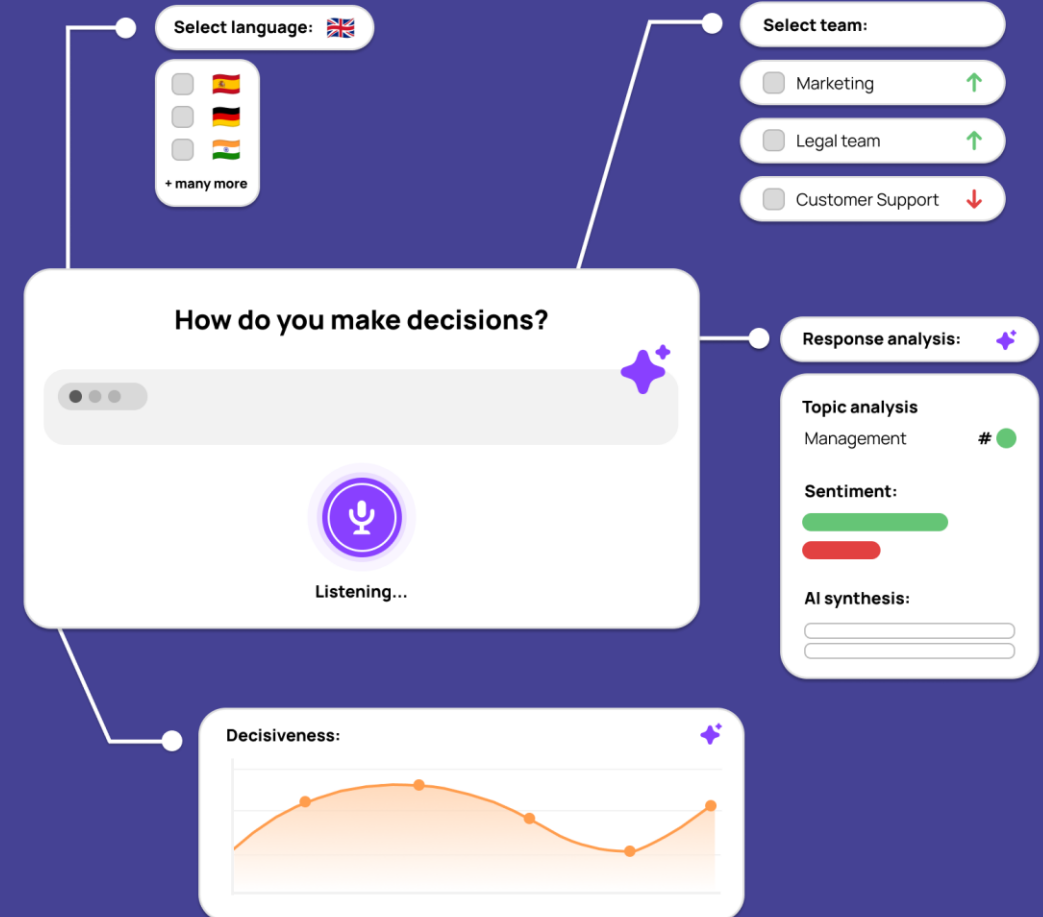
# AI-powered insights

## Transformative measurement of culture

At Culture15, we are striving to be on the forefront of technology and our use of AI and the latest and our proprietary LLMs make the capability on the platform genuinely market-leading.

### Our current uses of AI:

- Conversion of natural language to standardised culture data
- Automatic comment summarisation
- Speech-to-text
- Language detection
- Translation (30 languages)
- Automatic removal of personal information
- Sentiment assessment of verbatim comments





# A global platform

## Geographic reach:

Culture15's footprint covers c.50k users, in 62 countries, with client organisations domiciled in 6 countries and partners in USA, Australia, Norway & UK and 10 ambassadors across the globe

### Languages supported:

#### European:

Czech  
Danish  
Dutch  
Estonian  
English  
Finish  
Flemish  
French  
Italian  
German  
Greek  
Hungarian  
Norwegian  
Polish  
Portuguese  
Romanian

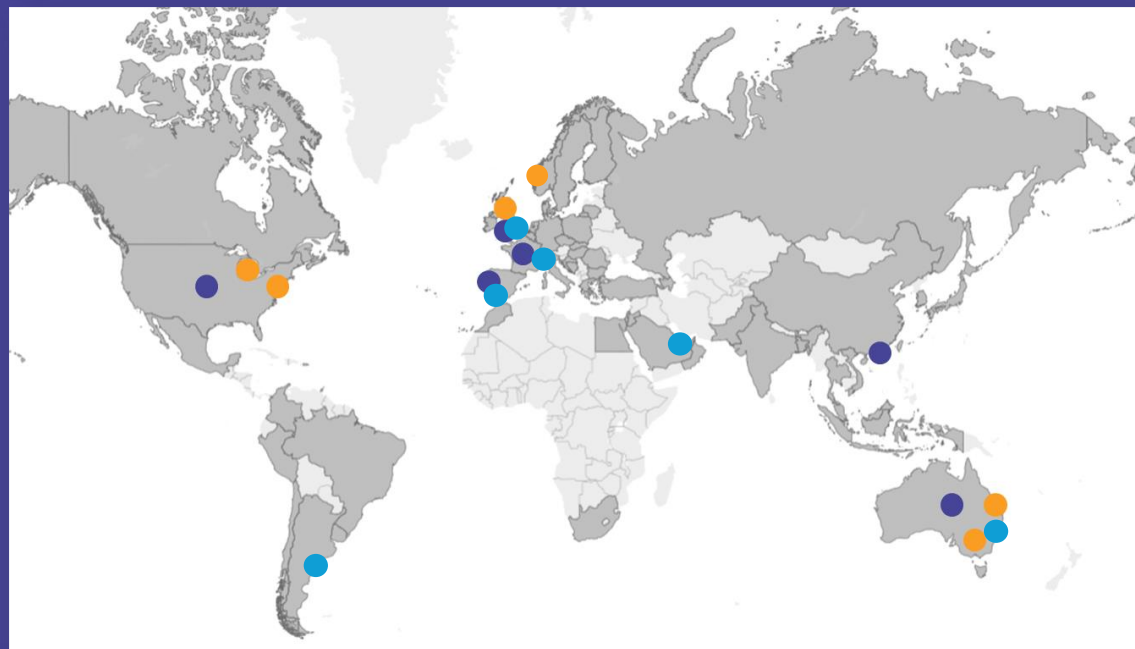
Russian  
Spanish  
Swedish  
Turkish  
Ukrainian

#### Asian:

Korean  
Japanese  
Simplified Chinese  
Traditional Chinese  
Hindi  
Urdu  
Tamil

#### MENA:

Arabic



### Legend:

- = Client
- = Partner
- = Ambassadors
- = Users

# Case study: BMJ

How BMJ manages their company culture across their 80+ global management team.



When I joined as CEO, I needed a deep understanding of 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

## Challenges:

- New CEO, reshaping the business strategy, fast
- Blind to behavioural barriers, or enablers, for upcoming changes

## Approach:

- Diagnosed the existing culture, then defined their target culture
- Continued, active management of culture through trend data and analysis

## Impact:

- Identify and act on changes to key behaviours
- Full accountability across the executive leadership team in delivering the desired cultural changes
- A common and aligned understanding of the organisations culture

# Selected clients



# Our Responsibilities

We see business as a force for good, not only in the impact of our product on our clients, but also in the way we conduct ourselves.

## To Clients

- We prioritise responsible pricing.
- We welcome scrutiny and are committed to transparency.
- We actively gather feedback and monitor NPS scores.
- We consult a group of “superusers” to make sure we are consistently providing value.

## To Suppliers

- We value strong ethical partnerships.
- We commit to prompt payment of suppliers.
- We are dedicated to ethical and efficient practices.
- We align with ETI Base Code to respect rights, timely payment and be clear with accounting processes.



## To Employees

- We seek to create a progressive work environment.
- We pay more than the real living wage and everyone in the team has a stake in the business.
- All contracts are fair and equitable, and our working principles are published.
- All employees have access to transparent feedback and learning opportunities.

## To our Community

- We are proud to be accredited by the Good Business Charter which encourages responsible business across ten key principles, which include providing a real living wage, fair hours and contracts, prioritising employee wellbeing, DEI, environmental responsibility, commitment to customers, and ethical sourcing.

# Thank you

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