Managing people first can help smoothen any transition or change initiative

BELONGING / LOVE
Connection from being with others

CONTROL / SECURITY
Greater ability to maintain security in our lives

DIVERSITY
Wanting more, having variety

ENGAGEMENT
The need to make progress in our plans

EXCELLENCE
Self-satisfaction and pride in things we do

Responsibility / Contribution
The need to contribute to others

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Your engagement score is not a group for a culture score. Engagement Impact Score (EIS) applies to individuals. Culture means that your Company is the patterns of behaviour that are encouraged, discouraged or tolerated. For example, it asks questions about how people are expected to behave in the day-to-day operations. Good culture surveys seek to find out what’s truly valued around them.

Engagement is how people feel about working in your company. Culture is the patterns of behaviour that are encouraged, discouraged or tolerated.

Four guidelines for measuring organisational culture

1. Measure behaviour and values, not feelings.
2. Accept that you can change your culture, you do not need to recruit the right type of people.
3. Build a dashboard that also includes qualitative data. The what and the why.
4. Understand your unique culture goals rather than, as is often the case, adapting a corporate fingerprint, your company’s or industry’s. The type of culture you want to endure. It is about your goals.

Carolyn Taylor is one of the world’s foremost experts on organisational culture change and the CEO of Walking the Talk. She is also the author of books on organisational culture and business ethics. Carolyn Taylor has written numerous articles and book chapters on the subject of organisational culture. Her work has been translated into 23 languages and is read in 150 countries. Carolyn Taylor is also the author of books on organisational culture. Carolyn Taylor's work has been translated into 23 languages and is read in 150 countries. Carolyn Taylor is also the author of books on organisational culture. Carolyn Taylor's work has been translated into 23 languages and is read in 150 countries. Carolyn Taylor is also the author of books on organisational culture. Carolyn Taylor's work has been translated into 23 languages and is read in 150 countries. Carolyn Taylor is also the author of books on organisational culture. 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When you measure your culture, here are four guidelines that you can use to measure culture:

1. Measure behaviour and values, not feelings.
2. Accept that you can change your culture, you do not need to recruit the right type of people.
3. Build a dashboard that also includes qualitative data. The what and the why.
4. Understand your unique culture goals rather than, as is often the case, adapting a corporate fingerprint, your company’s or industry’s. The type of culture you want to endure. It is about your goals.


Paying for a culture change is like paying for a music album: you may not have the best songs, but it’s a beautiful tapestry that weaves through your organisation. Carolyn Taylor is the author of the book, Building a Culture for Success: The 2013 Edition, which is available at www.leaderonomics.com.

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