

# CULTUREDNA

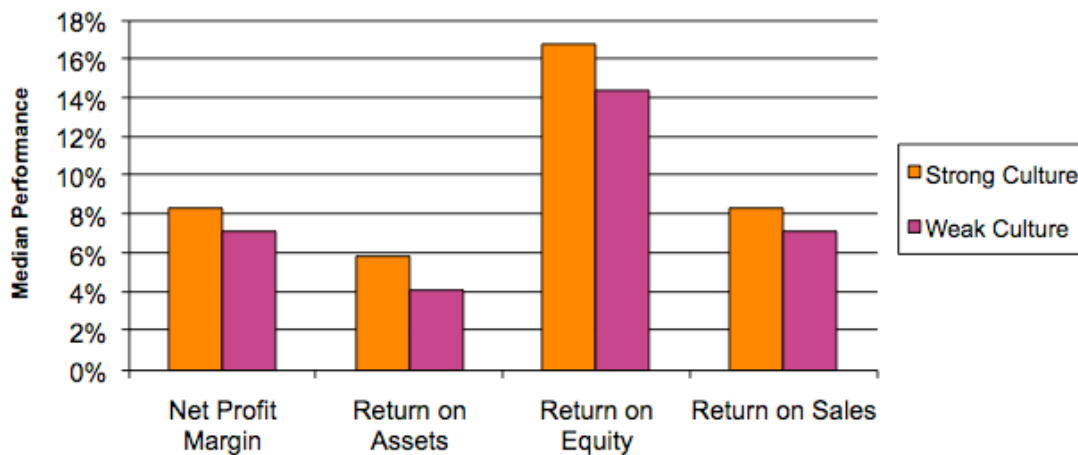
THE SCIENCE OF ALIGNMENT

Culture Management System

## The Rapid way to Improve Performance

How can an organization improve its performance? By almost any measure – Return on Assets, Profit, Return on Sales, Stakeholder Engagement, Environmental Stewardship – strong culture firms perform better. Indeed, almost unbelievably, a strong culture can contribute up to 72% of the company’s return on assets. *Culture is a critical component to the performance of organisations.*

**Performance of Strong Culture firms compared to Weak Culture firms**



Graph 1 Strong Culture firms out perform weak culture firms on most criteria. Source: VortexDNA research.

## People Alignment

VortexDNA's ten years of research into the link between culture and performance in S&P500, NASDAQ, ASX 200 and FTSE 100 companies remains definitive in the field. The research answered one very simple question: Why do strong culture firms perform better? The answer is **alignment** – culture aligns people in a way that reduces friction in the system. The math that governs this science of alignment is built into the very heart of the patented CultureDNA culture management system.

So critical is culture to the performance of an organisation that we recommend the CultureDNA Culture Index be part of the monthly numbers reviewed by senior management

## Solutions

	Standard	Gold
Tailored employee survey	Yes	Yes
Monthly Culture Report	Yes	Yes
Culture Index Score	Yes	Yes
Analysis of Current Culture Situation	Yes	Yes
Recommendations for improvement	No	Yes
Qualitative Employee Feedback	Yes	Yes
Additional Report Distribution	No	Yes
Culture Report for individual teams, sections, divisions etc.	No	Yes

## **Risk Management**

Not only is an organisation's culture critical to its performance, but a drop in culture precedes a drop in performance. This sensitivity to change makes CultureDNA a critical risk management solution, enabling management to intervene in areas of the organisation at risk before the effects are visible in terms of, sometimes catastrophic, declines in performance.

*The real-time, confidential survey process of CultureDNA provides continuous round the clock monitoring of organisational risk in order to provide you with peace of mind.*

For example, a drop in culture at the insurance giant AIG prompted Branton Kenton-Dau, CEO VortexDNA, to visit their headquarters in New York to highlight the warning. Months later AIG was involved in a scandal with Berkshire Hathaway over allegedly illegal transactions. Two years later the meltdown of AIG was a key component of the 2007 Financial Crisis.

## **No Soft Touch**

While our competitors focus on employee satisfaction surveys or psychological assessments, these interventions miss the point – driving the performance of any organization is maths. CultureDNA is no soft touch. The culture management system provides a monthly report on the strength of an organisations culture, and the contribution the culture is making to the organisation's bottom line. The easy to understand report includes an analysis of the organisation's current situation and recommendations for improvement.

*An organisation's culture begins to contribute to performance with a CultureDNA Index*



*Score of 60%. Not understanding the math behind the science of alignment, many of our competitors miss this critical detail in their services that may lead to inaccurate reporting.*

**More information**

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