

# Organizational Culture

## 7 keys to survival and revenue growth



High-performing companies feel they have a distinctive culture that gives them a competitive advantage. Our new research uncovers seven characteristics of companies with organizational cultures that support growth.

Growth cultures are those who believe their companies have the right organization and culture to achieve growth.



GROWTH COMPANIES

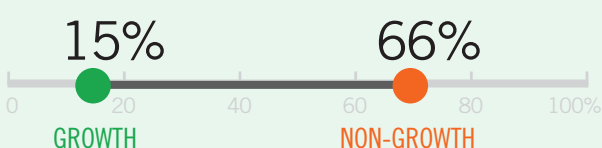


NON-GROWTH COMPANIES

### BUILD TRUST

Build trust across organizational units as the foundation for a culture that enables growth.

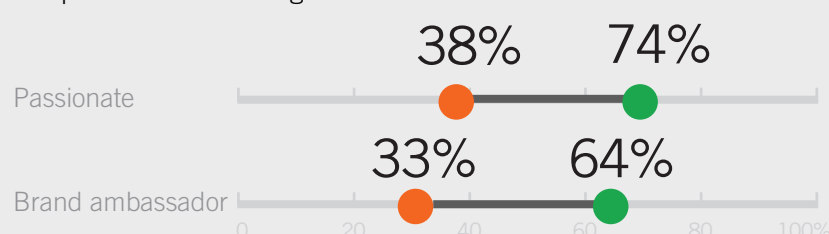
2 in 3 marketers in non-growth companies say a lack of trust across organizational units is a barrier to growth. Strongly agree/agree



### PASSIONATE LEADERSHIP

Place marketers with the right focus and characteristics in leadership roles.

Marketers who are passionate brand ambassadors with vision and discipline are leaders of growth cultures.

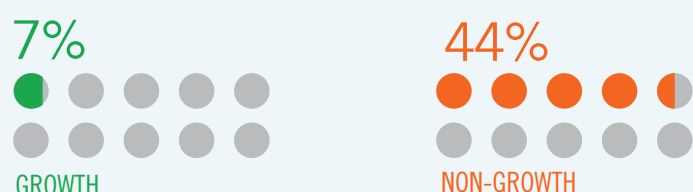


### WELCOME NEW SKILLSETS

Allow for the integration of new skillsets within your company to empower, reward, and teach every member of your organization.

44% of non-growth companies have cultures that don't allow integration of new skillsets. This is almost never the case in growth cultures.

Strongly agree/agree

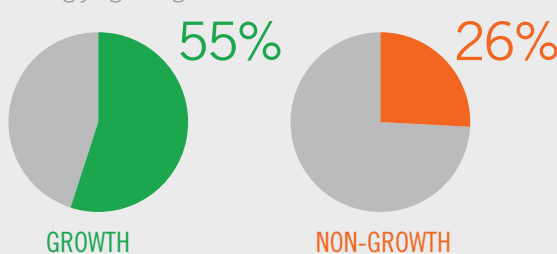


### CONSUMER-BASED CULTURE

Organize your culture around the consumer.

More than half of growth cultures have a governance body of leaders representing specific customer segments. That's true for only about one quarter of non-growth cultures.

Strongly agree/agree

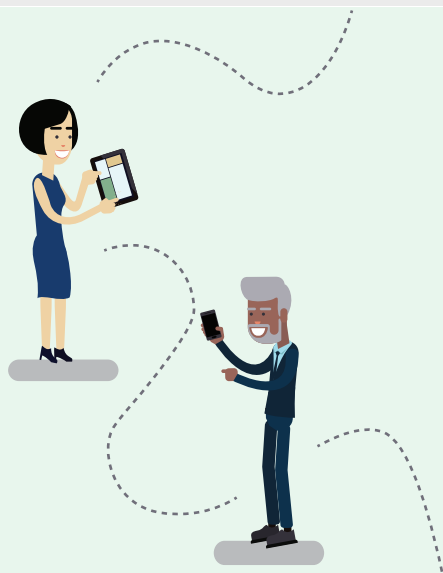


### BREAK DOWN ORG WALLS

Streamline layers in your organization structure so that marketers can thrive in a more fluid environment.



7 in 10 believe they have too many layers and too much complexity within their organizations.

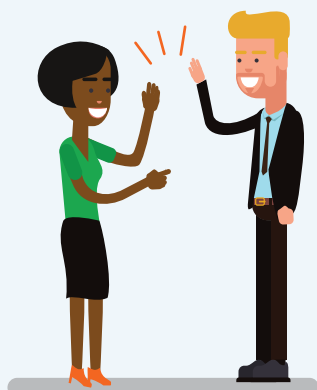
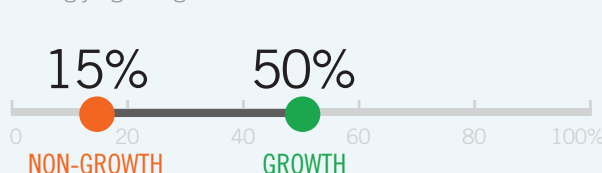


### EMPOWERING PEOPLE HAS AN IMPACT ON GROWTH

Marketers can have an impact on the success of the business.

Marketers in growth companies feel they have a clear impact on business success. Very few marketers in non-growth cultures can say that.

Strongly agree/agree



### ADAPT TO BIG CHANGES

Applying the above growth drivers will create an organization that successfully adapts to changes in the marketplace.

Most growth cultures adapt successfully to changes in their environment. Only one in three non-growth companies are able to do this.

Strongly agree/agree

