

# Linking Organisational Culture to Traditional Business Measures of Success



## Challenge

### To Become the Customer Brand of Choice

To achieve this, Shape needed to:

- Build a great organisation with great people
- Ensure sustainable business performance

Shape's pivotal moment:

**Healthy Organisational Culture = Great Organisational Performance**

Organisational Performance to Shape includes:

**Financial Results**

**Project Delivery & Safety**

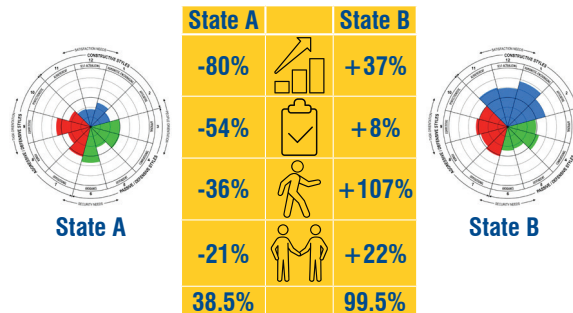
**People Churn & Engagement**

**Customer Satisfaction (NPS)**

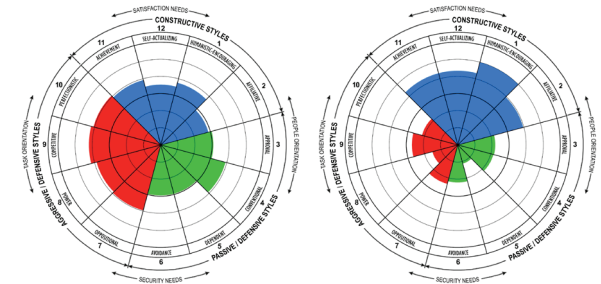
## Solution

### Culture Drives Performance

- Built constructive team behaviour using GSI
- Developed constructive leaders using LSI
- Involved senior business leaders in shaping the behaviours (including C-suite and Founders as coaches)
- Measured culture & drivers using OCI® & OEI
- Retested and tracked to changes in business measures



### Improve Business Metrics



Current Culture Profile 2008      Current Culture Profile 2017

- Net profit growth of 250%\*
- LTIFR reduced by 65%
- Perfect Delivery as measured by client increased to 88%
- Achieved a customer NPS of +64
- Achieved an employee NPS of +74

\* Note percentages are from 2014 through 2017.

**“After more than a decade of measuring culture and engagement, our data shows a compelling link between a highly constructive organisational culture and exceptional customer satisfaction levels which in turn drives our bottom line performance. A constructive organisational culture can only come from an exceptional team of people working as one.”**

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### Poster Session Presenters



#### David Byrum

David Byrum has over 25 years of industry experience across all sectors, including executive leadership roles with Human Synergistics and Kepner Tregoe. His partnerships focus on enhancing the effectiveness of individuals, teams, and business processes to enhance organisational culture and bottom-line performance. David fulfills the role of coach and trusted advisor to individuals and teams at an executive level to enhance their awareness and develop action plans that support the use of constructive behaviors. He is an accomplished project manager, as well as an accredited practitioner and master trainer for all methodologies and diagnostics associated with Human Synergistics and Kepner Tregoe.



#### Gerard McMahon

Gerard was one of the SHAPE founders in 1989 and was formerly the Financial Director. He has over 25 years' experience in the construction industry and is a Registered Building Practitioner in Victoria, Australia. His executive responsibilities include Finance, Business Technology, Strategy, Customer Experience and (his real passion) People & Culture. Apart from his accounting qualifications, he is also an accredited Human Synergistics practitioner.

### About SHAPE Group



Shape Group is one of Australia's largest fitout and refurbishment specialists. Shape grew from an organisation of 40 people to 320 and managing 3,000+ contractors each day. With a focus on collaboration and zero disruption to business operations, SHAPE brings a partnership approach to project delivery to ensure the journey is enjoyable for all stakeholders.

### About Human Synergistics Australia & New Zealand



Operating in New Zealand since 1979 and in Australia since 1989, Human Synergistics has a strong presence across the two countries. Our consultants work trans-Tasman and our network of over 2,500 accredited practitioners provides us with the most extensive database of individual, group and organisational behaviour variables in this part of the world; our regional database of over 2,500 organisations and 100,000 individuals is unmatched in its depth and breadth. The sheer amount of data is reflective of both our commitment to research and the extent to which local organisations trust and use our tools.