



PROJECT

CLIENT REQUIREMENT



A global textiles manufacturer required a significant culture transformation by effectively implementing and embedding new DNA into the organisation. Sponsored by the CEO & HR Director.

CULP SOLUTION



Custom design a culture survey to understand the current health of the employer / employee relationship; and the alignment to the new DNA. Analyse survey data, validate the data with Focus Groups and provide the insight to Directors with recommendations.

RESULT & IMPACT



Survey constructs and questions designed and uploaded into a culture survey platform for data analysis. Survey launched and >75% response rate received with <5% sample error. Culture strengths and inhibitors identified and presented to Directors.

Thematic analysis of data completed and opportunities for change identified. Focus Groups (>50% of workforce attended) completed nationally and final results compiled and presented to Directors.

The insight identified a significant organisational change project to embed the new DNA. Lead by HR and resulted in the co-design of a new HR Strategy in partnership with HR Director, EVP design, internal comms strategy, HR optimization (restructure) and leadership development.

LEARNINGS



Custom survey designs allow client to gain insight into their unique culture. culp will always recommend a custom survey design to be launched on a survey platform that allows data manipulation for analysis and interpretation.

Bestowing corporate DNA on existing employees is not effective. Give them a platform to contribute.

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