

U&IK



Culture In.sight

A snapshot of your company culture,
with valuable insights and immediate benefits.

WWW.CORPORATEANTHROPOLOGY.BE

Culture In.sight

A CULTURE ASSESSMENT WITH ANTHROPOLOGY ROOTS

Culture In.sight is a snapshot of your company culture. By using corporate anthropology techniques, behavioral patterns deeply rooted in your company culture are uncovered. It's the small things you don't even notice anymore, and yet they matter the most.

Once you see these patterns, everything makes sense, and effective interventions for cultural transformation are at your fingertips:

Transform you culture

Create a positive work environment

Align culture and vision

Attract and retain top talent

Boost performance

Fix communication gaps

Make informed decisons

Introduce an innovative and growth mindset

FAST FINDINGS

Culture In.sight is highly time-efficient and cost-effective. This assessment will not disrupt your daily operations at all. Within one week you will get valuable insights and actionable advice.

GREAT INSIGHTS

Sharpen the understanding of your company culture. Culture In.sight reveals key elements in your company culture. The things you don't even notice anymore, and yet matter the most.

ACTIONABLE ADVICE

Culture In.sight shows you where to improve. Actionable advice that leads to a positive work environment, increases employee satisfaction, and improves organisational performance.



Kim Tureluren

CORPORATE ANTHROPOLOGIST

Kim is a committed listener and endlessly curious. As a trained corporate anthropologist she connects with your team while observing and getting to the essence of your organisations culture.

Definitely a people person, she links ideas, stories and concepts and is always looking for themes and patterns.

She brings valuable insights on company cultures, human behavior, and organizational dynamics.

"Culture belongs to everyone in it. Any of us can choose to change it."

IS CULTURE IN.SIGHT WHAT YOU NEED?

The Culture In.sight assessment is a fast way to get insights into your company culture and has a lot of immediate benefits. However it is a "shortcut" and it may not provide the same level of depth and comprehensive understanding as a full culture assessment.

Culture In.sight

1-2 weeks
Cost efficient



Specific focus
Evaluate the impact of recent initiatives
Identify pressing issues that require immediate attention and intervention
Monitor cultural changes



A culture snapshot
High level fast findings



Culture In.depth

1-3 months
Resource intensive

Full-scale baseline culture assessment
Align culture with mission and vision
Improve employee engagement
Boost performance and organisational effectiveness in the long term

In-depth and detailed cultural analysis
Well-founded and validated

“GOOD QUESTIONS INFORM, GREAT QUESTIONS TRANSFORM”

—
Ken Coleman

Why do we need insights into our company culture?

Culture shapes how we think, feel, and act. It is about all those little, obvious things you would explain to an outsider as “it’s just the way we do things here”.

Gaining insight in your company culture is essential if you want to thrive in an increasingly diverse and interconnected world. It enables you to:

- leverage strengths
- address weaknesses
- create a positive and productive work environment
- make informed decisions
- build strong relationships with employees and customers

Why hire a corporate anthropologist?

Like “classic” anthropologists, they study cultures by observing and absorbing, gaining an insider’s perspective and understanding the real, lived experiences of employees. The feedback you get, is filled with stories and metaphors and will go straight to the essence of your culture. Using their advice, you can:

- Improve collaboration, innovation and creativity
- Boost performance
- Upgrade customer experience
- Increase employee engagement
- Attract and retain top talent
- Anticipate challenges and resistance in change projects

Next step?

Let’s have a conversation about your company culture, it’s strengths and weaknesses and what corporate anthropology and a culture assessment can do for you.
Email me at kim@uenik.be.

WWW.CORPORATEANTHROPOLOGY.BE

YOU NEED TO MAKE CHANGES TO SEE CHANGES.