

Why **internal culture** is often your biggest untapped asset



WHAT DOES IT DO

IT **Directly** IMPACTS

1 Mindset and Motivation

Are people just doing their job for the paycheck, or do they feel connected to a bigger purpose?

+ Strong culture

People feel ownership and bring ideas forward.

— Weak culture

People only do what they're told, no more.

2 Collaboration and Communication

How do departments work together? Do people feel safe to give feedback?



Strong culture

Open communication, clear expectations.



Weak culture

Silos, gossip, confusion.



verygoodmarketing.nl

3 Decision-Making

Are decisions supported by the team, or does the manager decide?



+ Strong culture

People take initiative and make confident decisions.

— Weak culture

Decisions are delayed or pushed top-down without buy-in.

4 Execution Power

How well is strategy put into action?



+ Strong culture

Plans are truly supported and executed.

— Weak culture

Great ideas stay stuck on paper.

5 Adaptability

Can the organization respond quickly to change?



+ Strong culture

People are open to learning and improving.

— Weak culture

People resist and stick to “how we’ve always done it.”