

## CASE STUDY

## Organizational Culture: *Living Corporate Values*

### THE QUESTION: Is our organization living up to its values?



Senior executives at a global bank engaged the team of 74&WEST to perform a deep dive assessment – a *Targeted Inquiry* – of the organization’s culture and values. We began by gathering a set of corporate values agreed on by the executive board, and then interviewed clients from several of the bank’s businesses to measure the extent to which the bank’s culture supported those values.

### THE APPROACH: Clarity and Focus



74&WEST discovered that there was a lack of consistent communication by senior leadership about the organization’s values and how they align with specific behaviors. There were significant disconnects with clients about what the organization’s culture valued.

### THE IMPACT: Strengthened Culture and Values



Among the outcomes of this program, this global bank was able to bolster their self-perception with respect to its core values and it spurred creation of a task force and training program to address any differences between organizational values and behaviors.