

Powered by **Knowledge engineers**
DIGITAL SKILLS SERIES

DISCOVER HOW TO USE VIDEO IN SOCIAL MEDIA
Learn more

Subscribe to Campaign >



campaign

Asia-Pacific

SEARCH



People moves Video Bulletins Press Releases e-Magazine

Asia-Pacific News Analysis Opinions Intelligence The Work Media Marketing Events Directories Jobs My Campaign

OPINION: Culture eats strategy for breakfast

by Anu D'Souza on Apr 20, 2011

Anu D'Souza, from HR services firm Bricoleur Consulting, on the importance of agency culture.

Does this statement surprise you? In our industry when the going gets tough the norm is for an agency to start tightening the purse strings and putting strategy first. But this statement, often attributed to management guru Peter Drucker, seems to suggest that it may not be the best course of action. In fact, it's been suggested that in order for any strategy to succeed, the agency's internal culture needs to be aligned to best deliver on that strategy.

Consider the research evidence:

A study done by Hewitt Associates shows that Top 100 best employers' experience 50 per cent higher investment returns.

According to a study by Pricewaterhouse Coopers, firms deemed 'effective people managers' were able to generate 35 per cent higher revenue per employee.

A Gallup study has established that firms with high employee engagement are 50 per cent more likely to have low staff turnover and 38 per cent more likely to have higher productivity.

Companies with an 'adaptive' (i.e. an organisation that learns from challenges and successes on an ongoing basis) culture that is aligned to their business goals routinely outperform their competitors; some studies report this difference as 200 per cent or more.

So what is culture? In an organisational context one could say that a culture refers to the values and practices shared by the employees of a company. Very often culture develops unconsciously often based on the values and core beliefs of top management. Leaders could also more consciously influence the culture of an organisation by articulating and actively communicating aspirational values.

According to a study done by Randstad US, a provider of HR and staffing services, 35 per cent of employees report that company culture has the greatest impact on morale. A culture that employees thrive in is becoming more and more relevant to employees too, given the significant chunk of time they spend at work. With the demise of traditional communities, companies are also fulfilling employees' need to belong to a community.

By focusing on agency culture, agency leaders can not only meet the community and social needs of their employees, but, if the evidence is anything to go by, perhaps also harvest the benefits of long term improved business results. The old Telstra line 'It's what brings us together that sets us apart' comes to mind.

Source: Copyright © Campaign Asia-Pacific

WE RECOMMEND



Singaporean superbrand "Ah Boys To Men" makes the army
Apr 16, 2014



The shifting meaning of money in Asia
May 26, 2014



Unilever Foundry aims for closer relationship with startups
May 23, 2014



Don't let B2B marketing bore
May 02, 2014

Recommended by

KEYWORDS/TAGS:

See more about: opinion | hr | anu dsouza

0 Comments Campaign Asia

Anu D'Souza

Sort by Newest

Share Favorite

Start the discussion...

Be the first to comment.

Subscribe Add Disqus to your site

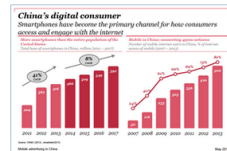
DISQUS

campaign
Click to find out more or call +852 2122 5227 now!

My campaign
Welcome, anu@bricoleurco... Edit
Expertise Market Following
Photos: Ogilvy & Mather China's Portfolio Night 2014
Advertising Media PR Marketing Digital

Data & Research

DATA POINTS: China's mobile users more open to advertising
May 22, 2014



Source: PwC

More

PR WEEK AWARDS
Book Now

Press Releases

Creating chocolate champions from within

Microsoft named technology innovation partner at Cannes Lions

The Loop spins off its European operations to Pip Jamieson

Genie Yip joins Asia Market Development (AMD) as digital strategy manager

Hakuhodo Consulting and Watatava form strategic alliance

More

Latest Issue



MAY 2014

What's in this issue?

View e-magazine

SUBSCRIBE

campaign

- Arena wins £2m drinks brand Canti
- Omnicon signs major ad deal with Twitter
- Engine opens social media content shop with Warburtons
- FullSIX poaches Publicis Chemistry's Rob Trono for ECD role

campaign

- 云南白药携手气氛互动，开启数字营销突破
- 电通国华斩获移动游戏Line“跑酷英雄”的创意任务
- 宇舶推出国际足联主题腕表并赞助广州恒大
- 图库：奥美中国2014“这一夜·晒作品”活动

campaign

- Zoya captures beauty of 'Banaras' to showcase eponymous collection
- Network18 group CEO Sai Kumar quits after 14-year stint
- Innovation Insiders: Marc Mathieu on Unilever's efforts to forge innovation
- ACI invites under-35s to compete for scholarship, to attend AFAA Fast Track



SEARCH