

# IS YOUR CULTURE SERVING YOUR ORGANIZATIONAL GOALS?

**Are you hemorrhaging employees?  
Is it impossible to hire and retain?  
Are you not hitting your strategic goals?**

If you answered yes to any of those questions, it's time to address your organization's culture. It's probably past time. Get started now before you fall even further behind.



**94%**

94% of executives know that company culture directly affects their bottom line

**31%**

only 31% of executives believe their culture is driving the org forward and even fewer know how to effectively transform culture.

Company culture can grow in unhealthy and toxic ways when it is not intentionally shaped and guided. This can happen even in great companies. Culture can take a hit when an organization expands very quickly or changes direction to meet market needs, or when there is a global pandemic and everything gets flipped upside down and sideways!

When it's time to evaluate and address company culture, you want a methodical and thoughtful approach to create meaningful and lasting change.

For leaders who know their organizational culture is a problem but don't know how to fix it, our culture and happiness programs provide a roadmap that will transform your culture in deliberate and long-lasting ways that will help you meet your strategic goals while creating more employee happiness.

Cultural transformation is challenging; there is no quick fix and there are many, many ways to do it wrong.

True, lasting cultural transformation is much more than flexible hours and free snacks in the office.

No matter how big or small your cultural changes need to be, we can guide you through these uncharted waters. We can provide the expertise and skill for a successful transformation that results in faster, steadier success toward your goals as well as a happier, more productive work force.

**HARRISON LATHAM**  
*we make work happier*