

Culture and Performance

“Why Organisational Culture Counts”



Tony Swainston Ltd

Culture and Performance

Kotter & Heskett: Study of 207 organisations over an eleven year period as reported in their book *“Corporate Culture and Performance”*

	Defensive Culture	Constructive Culture
Income	166%	682%
Share price	74%	901%
Profit	1%	756%

Turnover is over **4 times higher** but more importantly
the profit is **756 times higher**.

Contact



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