

# Measure and shape your culture

*“What gets measured gets managed.”*

– Peter Drucker

Once considered visceral – something you could feel and experience but not easily quantify – measuring culture has become an accessible and critical path for business leaders concerned about walking the walk and not just talking the talk of responsible, ethical business and the regulators, investors, employees, and other stakeholders who monitor the effectiveness of their efforts.

Given its vital importance, businesses must take a considered and intentional approach to managing and nurturing their company culture. While most ethics and compliance program assessments concentrate on program structure and processes, they fail to incorporate the impacts of employee behavior.

LRN’s Ethical Culture and Program Assessment is different -it’s a guide for understanding, measuring, and improving your company’s culture. By exploring various dimensions of company and individual behavior and gauging how employees experience your E&C program, we provide tactical and practical direction on how to enhance ethical behavior and mitigate company risk. Resulting in a program that’s recognized by employees and truly works in practice.



*Culture is built gradually, step by step, but the journey to strengthening culture never ends. Working with LRN has allowed us to stay focused on our long-term goals while also ensuring clear and effective short-term strategies to accelerate our success.*

– Jimena Arango, Chief Risk & Compliance Officer, Promigas

# How it works

This data-driven approach empowers organizations to understand and foster the ethical orientation needed to propel culture, values, and reputation, resulting in positive business outcomes.

Our methodology brings together the hands-on experience of our senior staff, the analytic rigor and insight of our advisory practitioners, and the depth of our proprietary data—all based on 25+ years of working closely with hundreds of leading companies around the world on issues of ethics, compliance, and leadership.

## Our process

1

We partner with you to design and deploy a market-tested questionnaire. We put together a communications campaign to encourage participation, host the survey, and make sure everything is mobile-compatible for easy accessibility.



2

We utilize our proprietary analysis to build a profile of your ethical culture and how your E&C program resonates, including insights like demographic gap analyses. With these findings, we create a model of key behavioral drivers that predict misconduct and other outcomes of interest.



3

We deliver actionable reporting at both the company and business unit-level. We contextualize our findings by contrasting them with our current industry benchmarks gleaned from nearly 8,000 respondents worldwide and across 17 industry sectors. From there, we offer recommendations based on our research and experience, partnering with your organization to plan and build a strategy that will reduce risk and foster a truly ethical culture.



## What we measure

*Our proprietary methodology evaluates dimensions of culture across your organization, with an employee-centric focus on:*

- Corporate Ethics
- Transparency
- Leadership Modelling
- E&C Program Impact
- Rewards & Recognition
- Organizational Justice
- Diversity, Equity & Inclusion
- Trust
- Speaking Out
- Ethical Conduct
- Reporting & Retaliation
- Business Outcomes