Nabeel

Culture Analytics

An Evidence-Based Approach to Company Culture

How can I take a data-driven approach to company culture? What should I measure and which metrics should I focus on? How can I use people analytics and behavioural science impact culture? Based on insights from the largest ever behavioural research study which examined the organizational impact of 220+ behaviours from 60 organizations, across 61 countries, Culture Analytics provides an evidence-based approach to organizational culture. It outlines the leading and lagging culture indicators, explains how to identify actionable insights from your people and culture data as well as how to apply predictive analytics to company culture. There is also guidance on the 30 employee behaviours which have the most impact on company culture and how to apply behavioural science interventions to drive these in your organization. The second part of the book covers key areas where culture analytics can be applied to drive business performance. These areas include talent acquisition and retention, employee engagement, EDI (equity, diversity and inclusion), wellbeing, psychological safety as well as resilience, strategy, innovation, change management and risk. Full of practical advice, this book also includes real world examples from Barclays, Pfizer, American Airlines, EDF Energy, Saudi Telecom Company, Cisco and Ethiad Airways. Making the complex world of people analytics and behavioural science accessible and applicable to all senior HR professionals and business leaders, Culture Analytics shows how to take a robust, evidence-based approach to company culture to drive workforce and organizational performance and deliver tangible business value.

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