

Zoom in: Corporate culture

Corporate cultures play an important role in bottom lines, and are far more important than simply overall employee satisfaction

The importance of corporate culture is grossly understated in today's business world, especially in an Asian economy such as Malaysia's.

Having a proper corporate culture can make or break your business, and companies that ignore corporate culture tend to have the attributes of a failing business, such as high turnover rates, unhappy staff etc. This will eventually result in cultural entropy.

Cultural entropy is made up of three parts; factors that slow the organisation down and prevent rapid decision making, factors that cause friction between employees and factors that prevent employees from working effectively.

To this end, Ninety Five Percent Sdn Bhd (95%) will be organising a 4-hour workshop for C-suites called "Navigating Uncertainty: How to Achieve Optimum Performance", which seeks to enlighten participants on how they can transform their company's cul-



ture to drive business through challenging times.

The workshop will be organised on the 27th of February, 2017 (Monday) from 2pm to 5pm at the

Qliq Hotel, Damansara Perdana.

There are two key objectives the workshop seeks to achieve, which are to educate C-suites on the importance of culture, and how it impacts their bottom-line and drives business. The other is to position "culture" as a key business driver in the mind of participating C-suites.

The range of topics that will be covered at the workshop include "The 4 Keys to Installing Culture", "Culture begins with the leaders", "How to begin changing your culture: A cheat sheet of what to expect,

what to look for and where to start" and others. The workshop will also include one-one-one coaching sessions for a more personal experience with the speakers.

Helping the workshop will be three renowned experts on corporate culture, who will share with participants how they can activate high performance and build the kind of culture that drives business growth, even in challenging times.

The first of these speakers is president and CEO of Barrett Values Centre (UK) Phil Clothier, who will deliver a session called "Giving You the Map to Optimum Performance". Clothier will provide business leaders with insights on how to map and measure company culture, including a helpful cheat-sheet of what to expect, what to look for and where to start. He will also share common mistakes, such as where people get stuck and how you can navigate around them.

The second of these speakers is CEO of Culture Leadership Group (Canada / Singapore) Joanna Barclay, who will head the session called "Cultural Entropy: The Untapped Potential In Your

Company". She will talk on cultural entropy, a much ignored human resource phenomenon which companies do not realise affects their engagement with employees in a big way.

Founder, CEO and Lead Culture Consultant of Ninety Five Percent Sdn Bhd Janet Lee is the third speaker at the workshop. She will be providing a practical framework that participants can use to install the desired culture in their company and make it stick, titled "4 Keys to Culture Installation." It is a structured approach which will begin the transformation journey of your company.

The rare opportunity to gain insights on corporate culture is surely not to be missed. It will cost RM350 to attend the workshop, but early birds can attend the event for RM250 if you register before the 10th of February. To register, email priscilla@95percent.com.my or jon.ong@95percent.com.my or call 03-2095 2995. **MSME**