

BUSINESS ANALYTICS MEETS CORPORATE CULTURE

STEPHAN H. MULTHAUPT | DEEP WHITE.ANALYTICS

ENGAGE IDOL WINNER PRESENTATION

@ENGAGE.UG 2018 | SS ROTTERDAM | 23.05.2018



**YOUR DATA.
OUR IDEAS.
YOUR SUCCESS STORY.**

WE TURN VISIONS INTO REALITY.



**IT'S NOT JUST THE
ECONOMY, STUPID.**

**„THE SUCCESS OF DIGITAL
TRANSFORMATION IS A
MATTER OF CULTURE“**

MICROSOFT RESEARCH APRIL 2018

**DO YOU HAVE A
CULTURAL
ANTHROPOLOGIST
ON YOUR TEAM?**

**IIBA® CERTIFIED
BUSINESS ANALYSIS
PROFESSIONALS™
ASK FOR**

**ORGANIZATIONAL
READINESS**

SHAREHOLDER VALUE

An iceberg floating in the ocean. The tip of the iceberg is above the water line, and the much larger base is submerged below. The background is a clear blue sky and dark blue water.

„good for business“

FINANCIAL RESULTS

=> CORPORATE LEGITIMACY

PUBLIC VALUE

„good for society“

REPUTATION / COMMITMENT

=> SOCIAL ACCEPTANCE

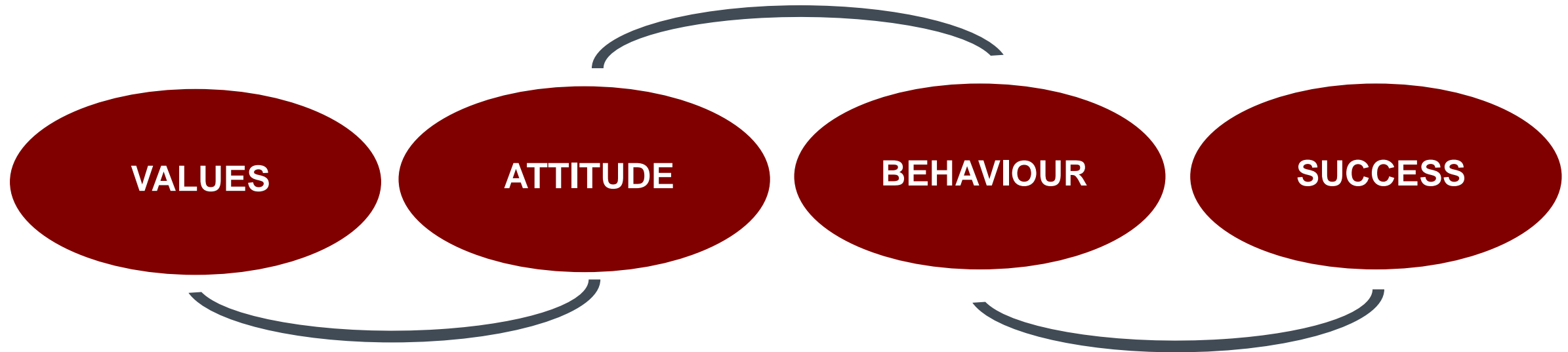
CORPORATE VALUE

„good for employees“

INVOLVEMENT / MOTIVATION

=> IDENTIFICATION

VALUES AND SUCCESS ARE CONNECTED THROUGH A CAUSAL RELATIONSHIP



GET THE BEST OUT OF YOUR POTENTIAL

Worldwide, only 13% of employees are engaged at work. 25% of the European employees have already quit their job mentally. Just in Germany that causes 80 to 105 billion euro. In the Netherlands 80% of all employees are not engaged, 11 % are actively disengaged.

Gallup Engagement Index 2013 and 2017

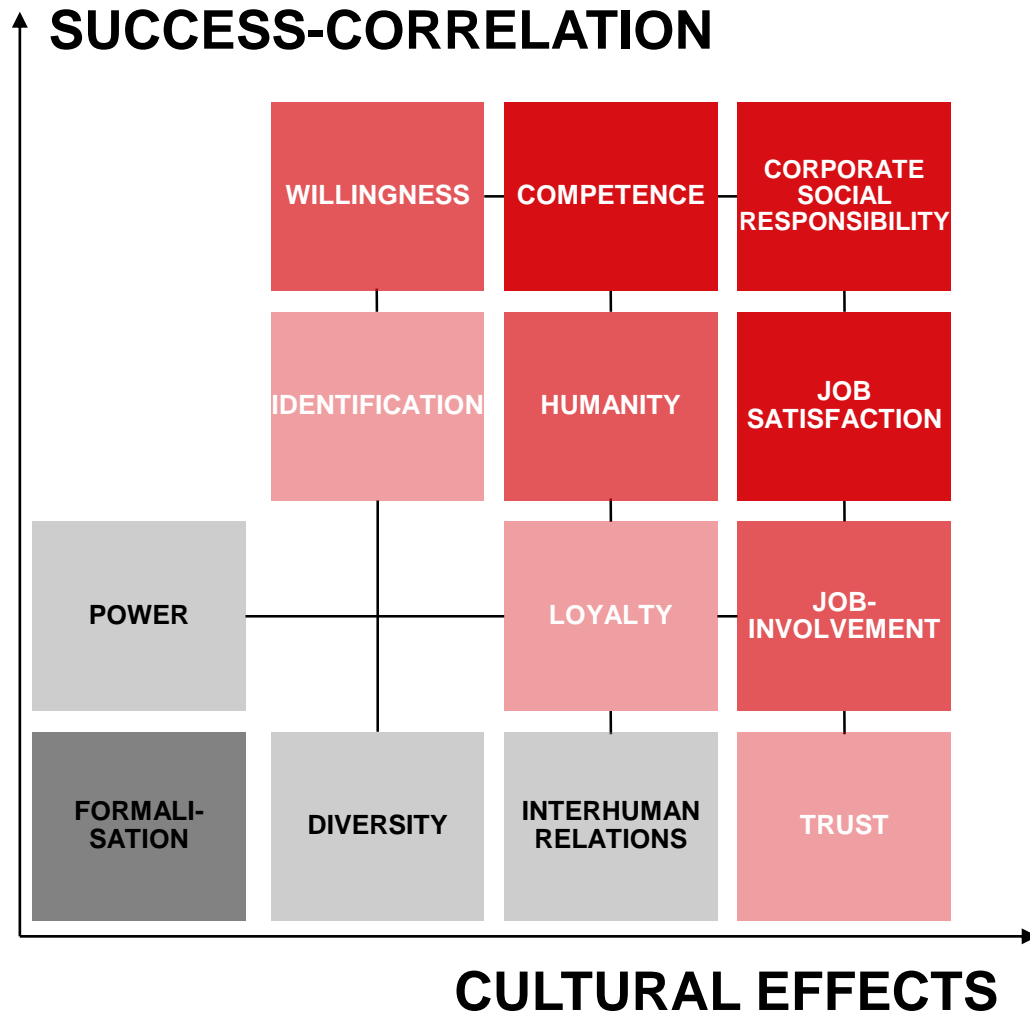
CSR: Creating a culture of engagement outperforming your competitors

- » Increased employee satisfaction
- » Maximized employee motivation
- » Higher employee commitment
- » Increased employee loyalty
- » Maximized employer branding
- » Less absenteeism
- » Higher retention and lower turnover
- » Enhanced innovation
- » Higher productivity
- » Raised creativity
- » Enhanced authenticity
- » Increased profitability

BUSINESS SUCCESS

**> 30 % EXPLAINED BY
CORPORATE CULTURE**

WHAT ARE THE INDICATORS FOR A SUCCESSFUL CULTURE?



- 1. TAKING RESPONSIBILITY:**
CSR | Humanity | Job satisfaction
- 2. EMPLOYEE IDENTITY:**
Identification | Job Involvement | Loyalty
- 3. PERFORMANCE ORIENTATION:**
Competence | Engagement
- 4. TRUSTFUL RELATIONSHIPS:**
Trust | Interhuman relations
- 5. OPEN, PARTICIPATIVE LEADERSHIP:**
Power | Formalisation

CHECK IT.

**MEASURING CULTURE.
GOVERNING CULTURE.
ENSURING SUCCESS.**

CHECK IT. CORPORATE CULTURE

VALUE PERFORMANCE

INDEX (VPX)

- 120 ITEMS

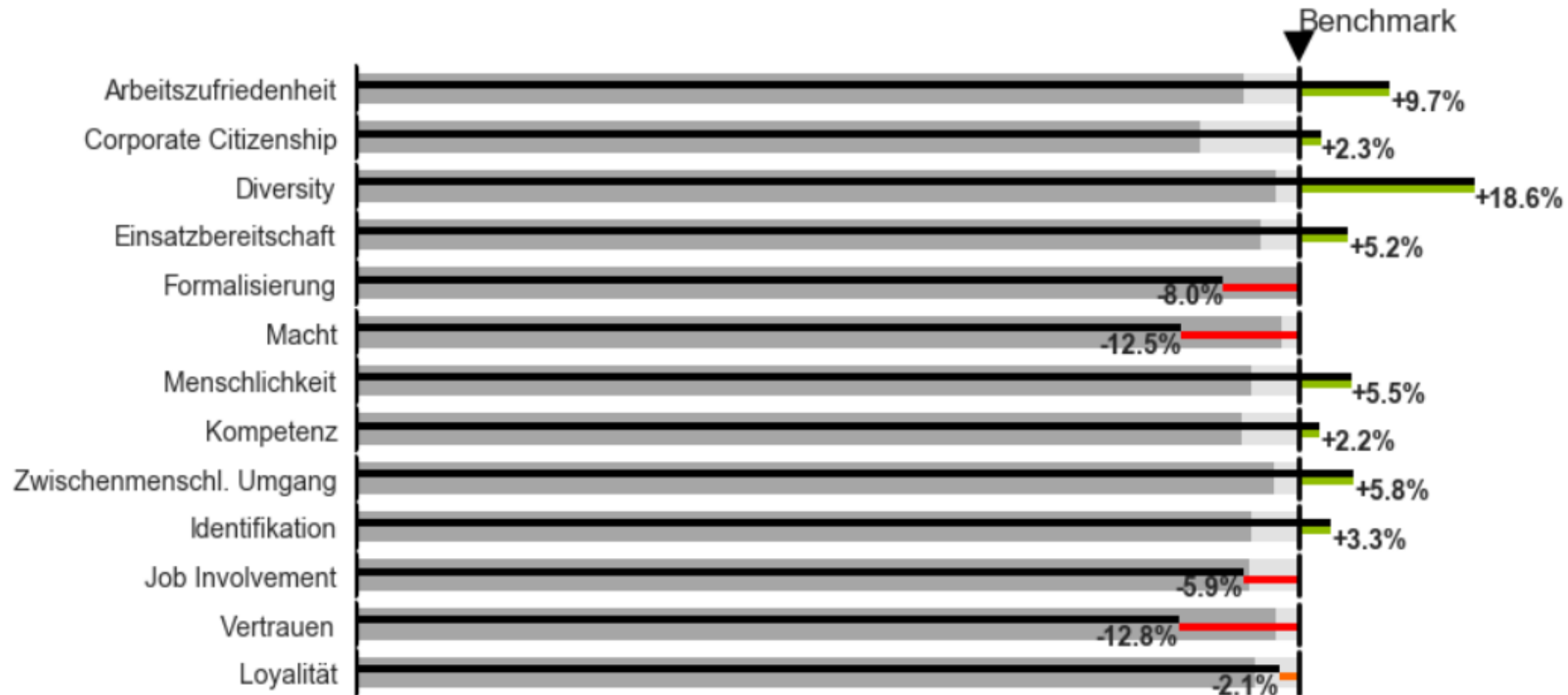
- 13 DIMENSIONS

- 70-80 PARTICIPANTS

~ 25 MINUTES

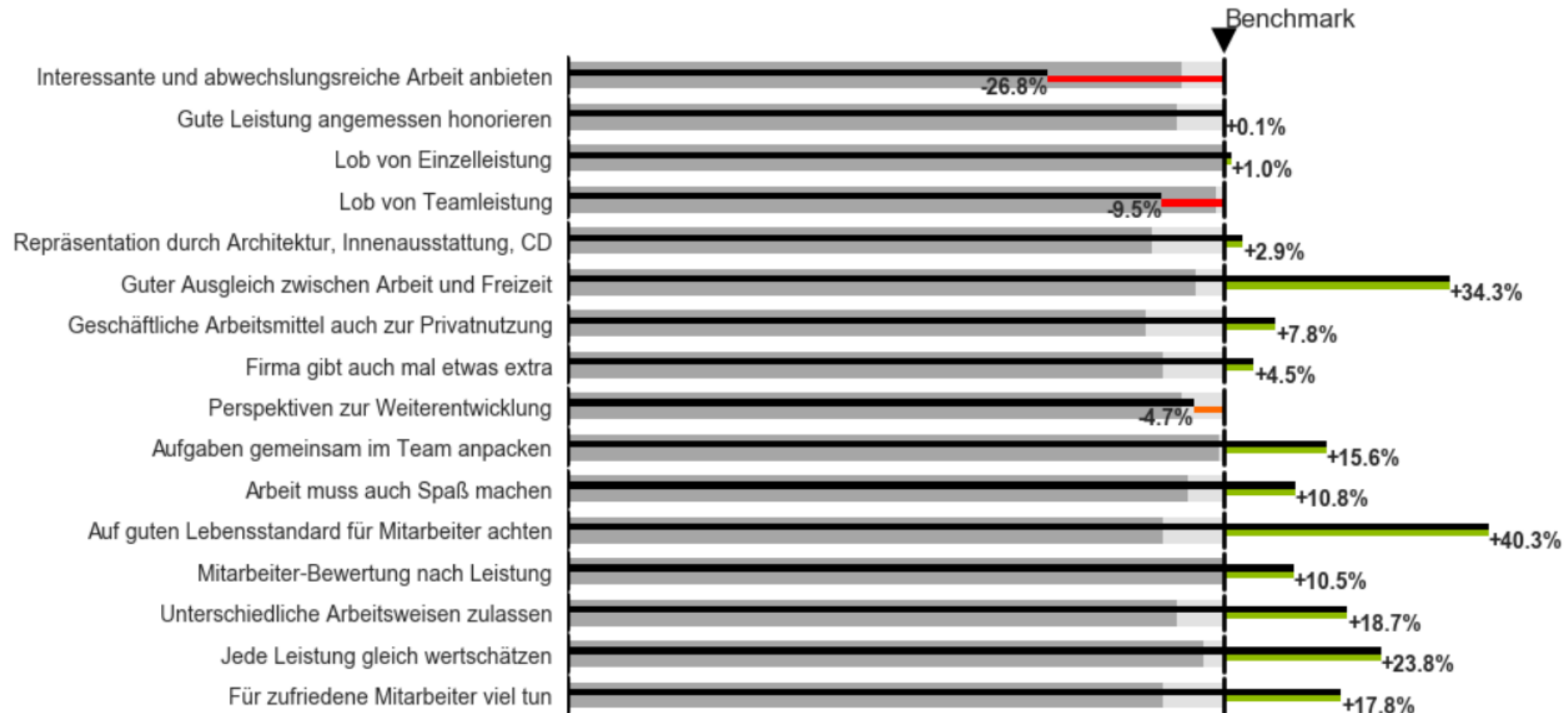
VPX – OVERVIEW | CORPORATE CULTURE

Kategorie: Übersicht
Bewertungsmaß: Mittelwert
Benchmark: Ø erfolgreiche Unternehmen gesamt
Mitarbeitergruppe: Alle Mitarbeiter



VPX – DIMENSION JOB SATISFACTION

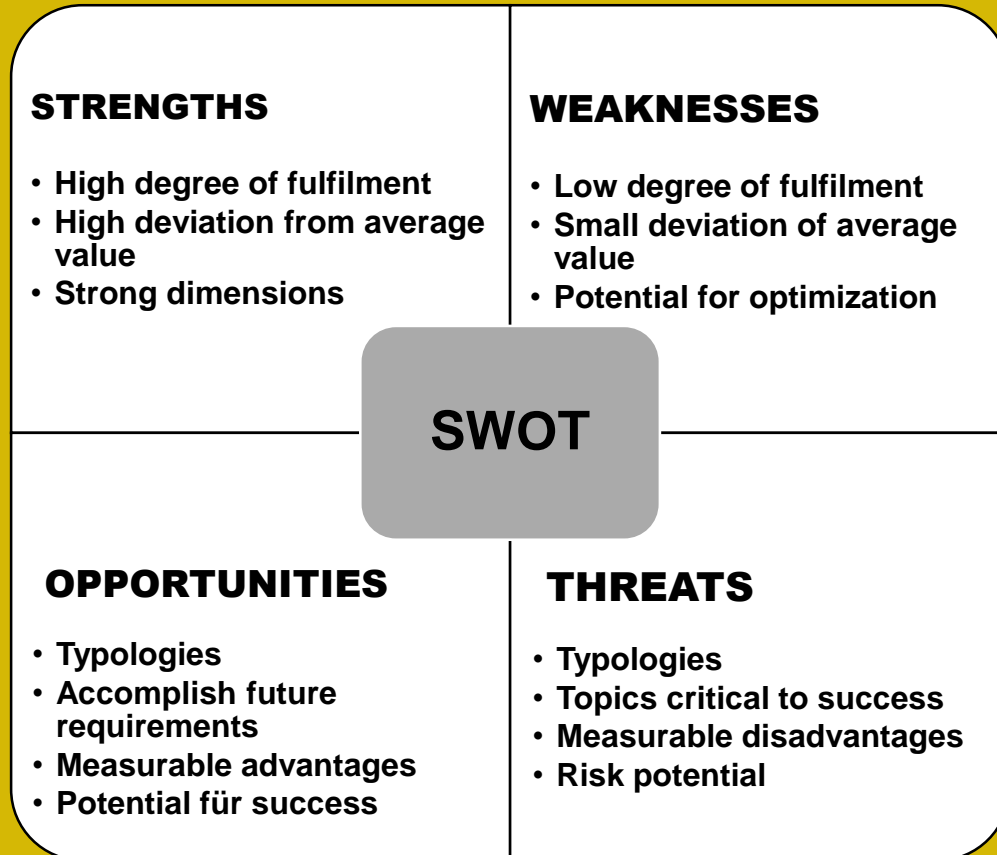
Kategorie: Arbeitszufriedenheit | Bewertungsmaß: Mittelwert | Benchmark: Ø erfolgreiche Unternehmen gesamt | Mitarbeitergruppe: Alle Mitarbeiter



SWOT-ANALYSIS

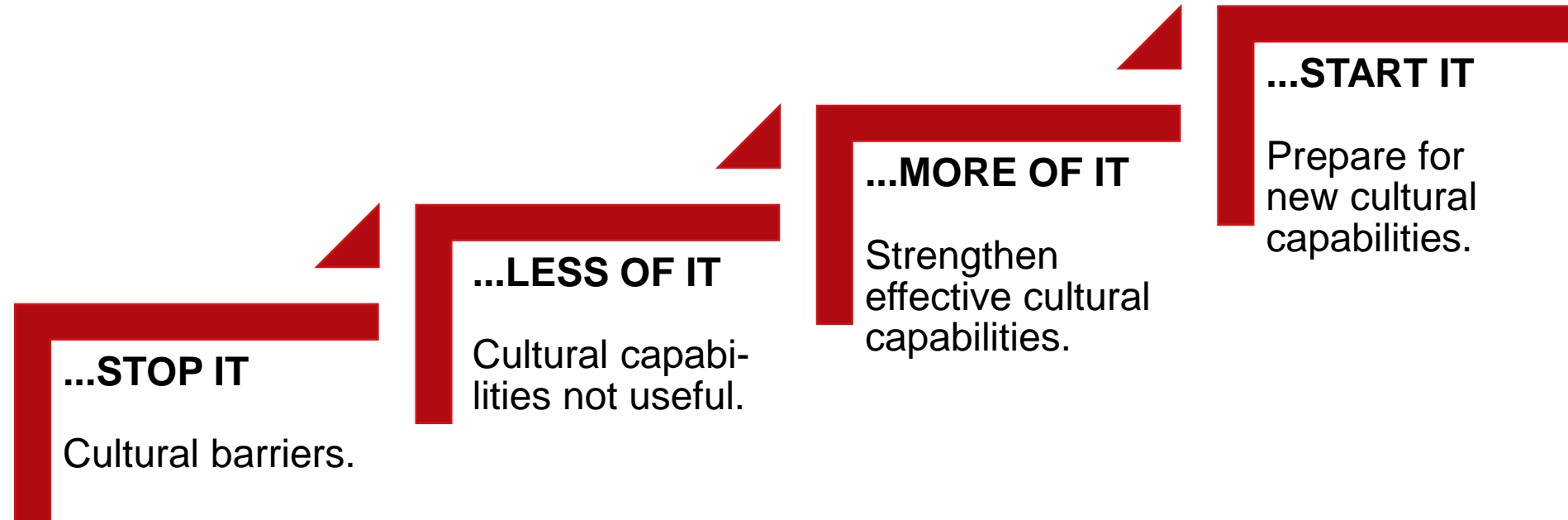
EXPERTS ANALYSE YOUR CULTURAL PROFILE

- What is relevant for your company?
- How vivid is your mission statement embedded in your day-to-day business?
- How firmly is your strategy established?
- etc.

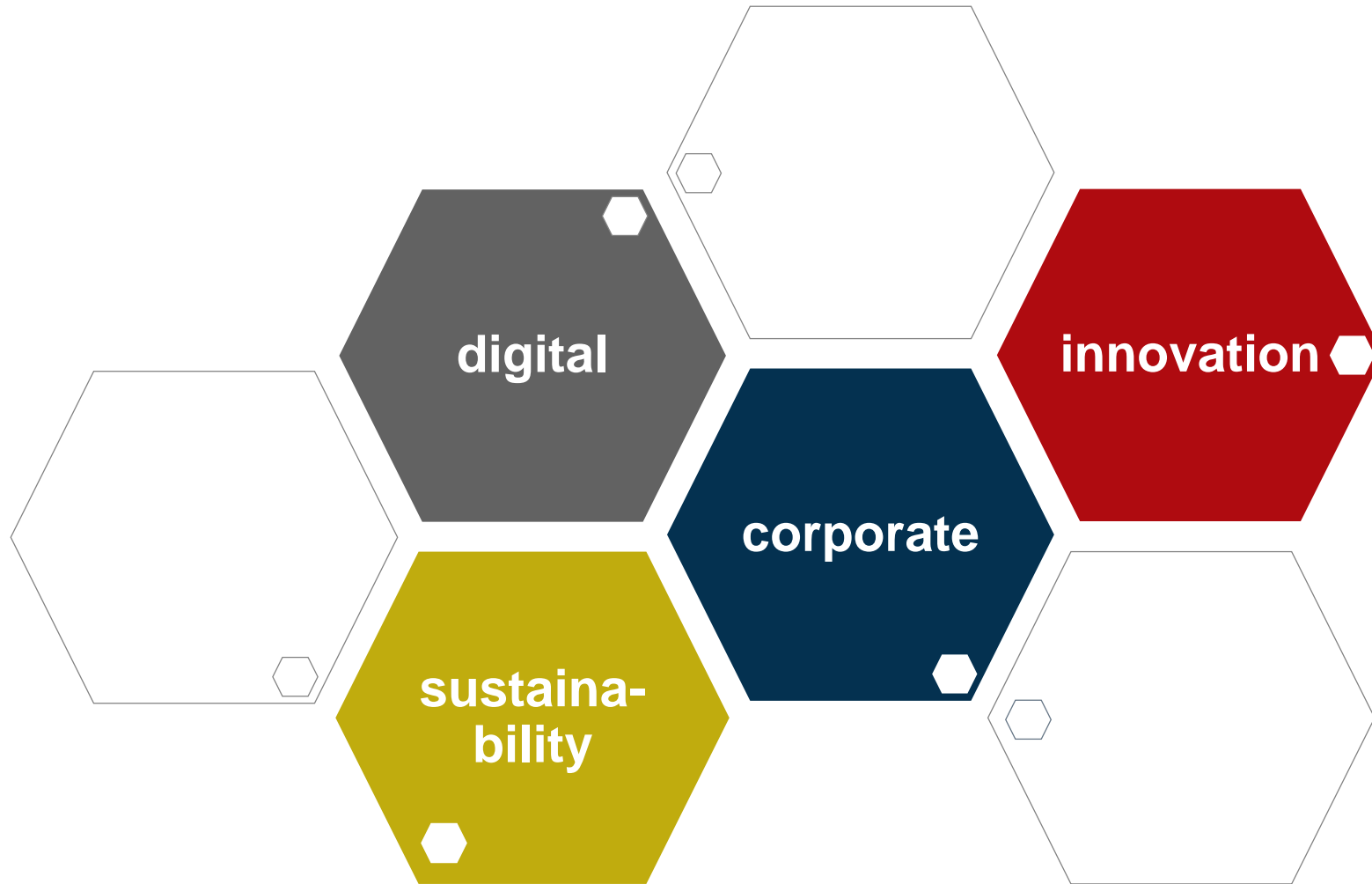


COURSES OF ACTION

Every start is a good start.



IT'S NOT ONLY CORPORATE CULTURE ...



JOIN US ON OUR JOURNEY DRIVING DIGITAL TRANSFORMATION!

- » Make use of Social Media Analytics:
 - » Does your WebSite content tell a consistent story about your values?
 - » How is your company perceived on Social Media Platforms e.g. LinkedIn, Twitter, Facebook?
- » Make use of Dialogue-Technology
 - » Enable customized communication to your employees
 - » Enhance your customer journey

GET IN TOUCH!

LET'S CONNECT YOUR BUSINESS TO SUSTAINABLE DIGITAL SUCCESS!



Stephan H. Mulhaupt

Owner

deep white.analytics

Platz der Vereinten Nationen

Kurt-Schumacher-Str. 2

D-53113 Bonn

Tel +49.228.184979.43

Mobil +49.151.16122355

Email stephan.mulhaupt@deep-white.com

Web www.deep-white.com