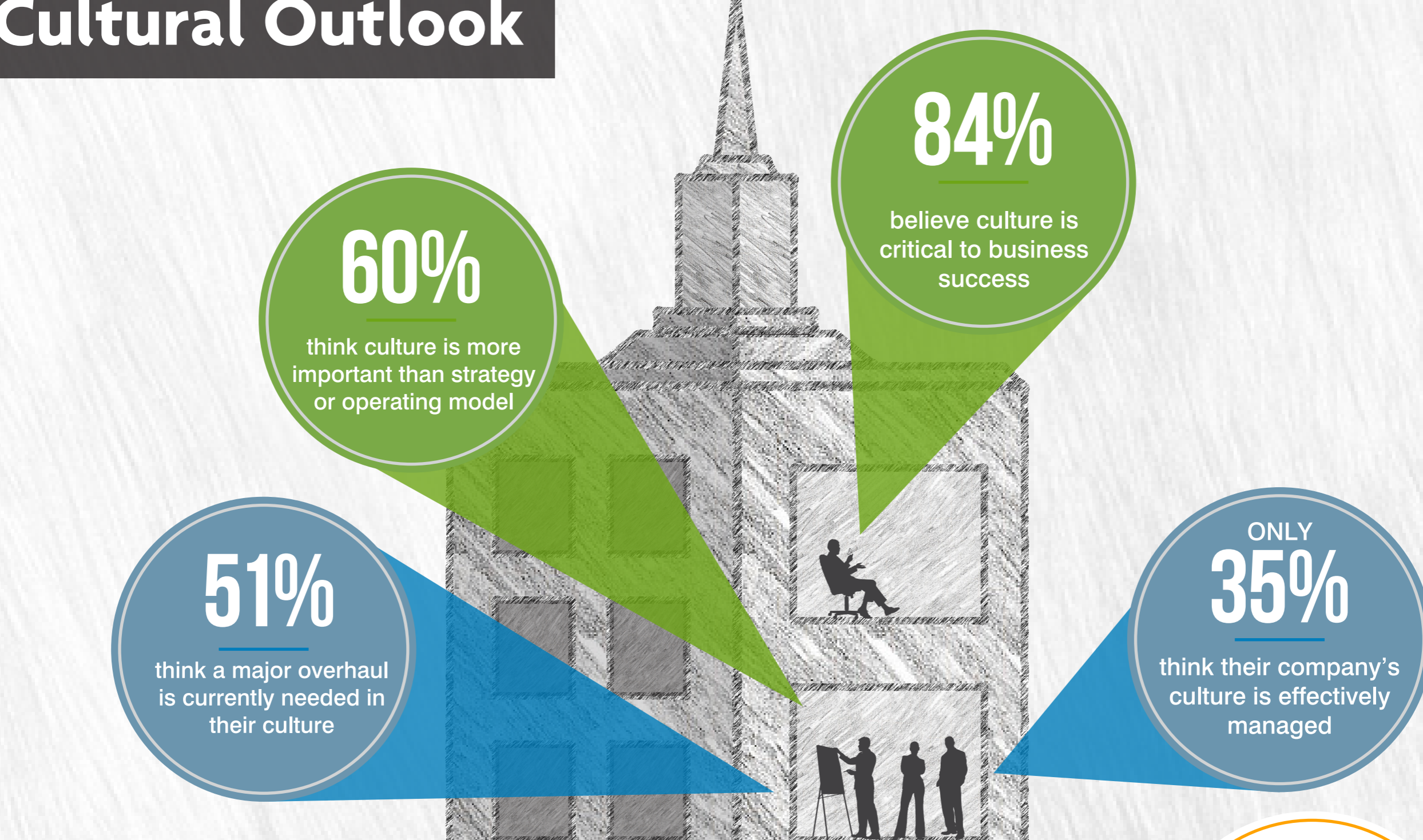


CULTURE AND CHANGE

Why Culture Matters and How It Makes Change Stick

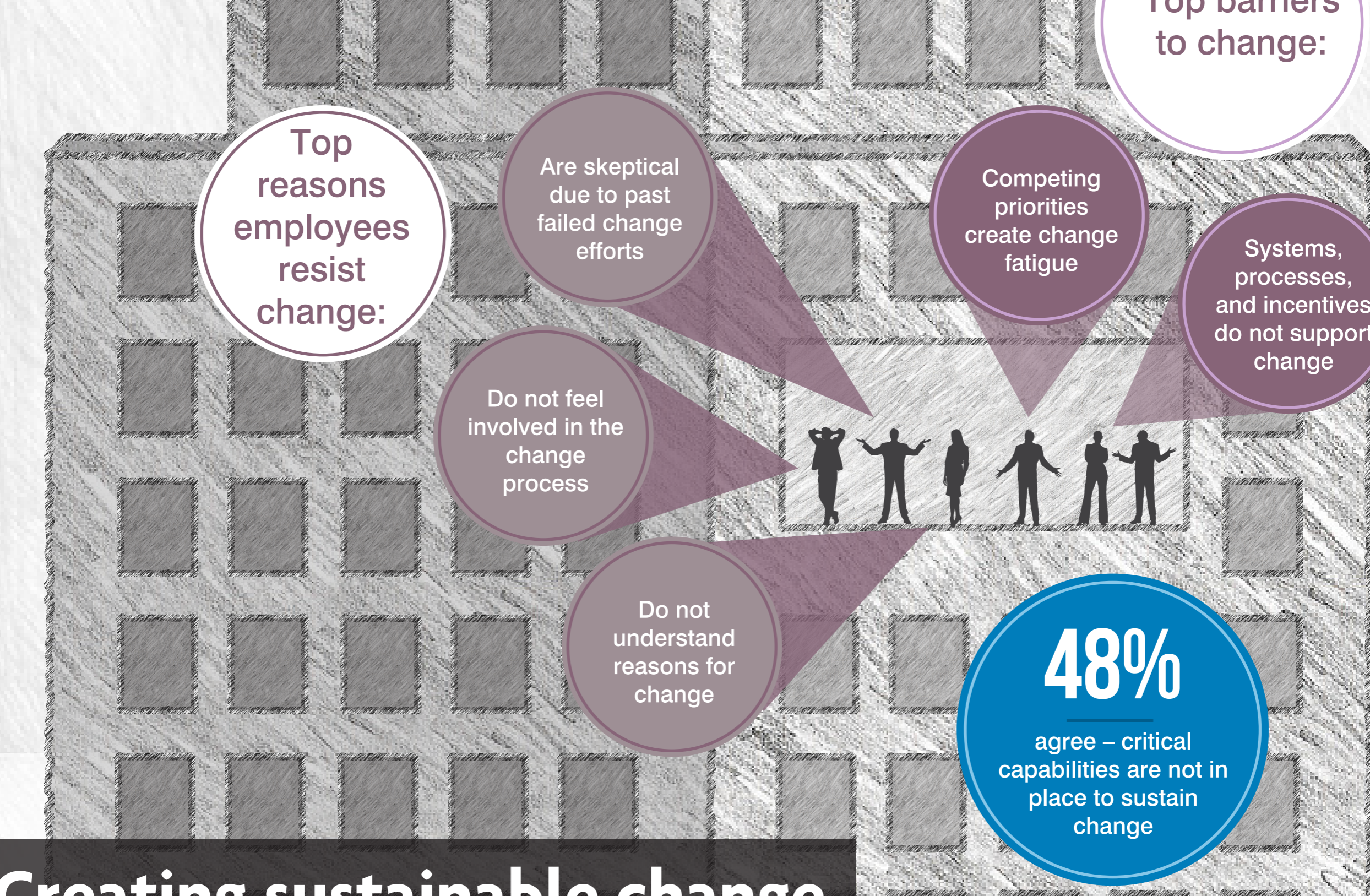
Cultural Outlook



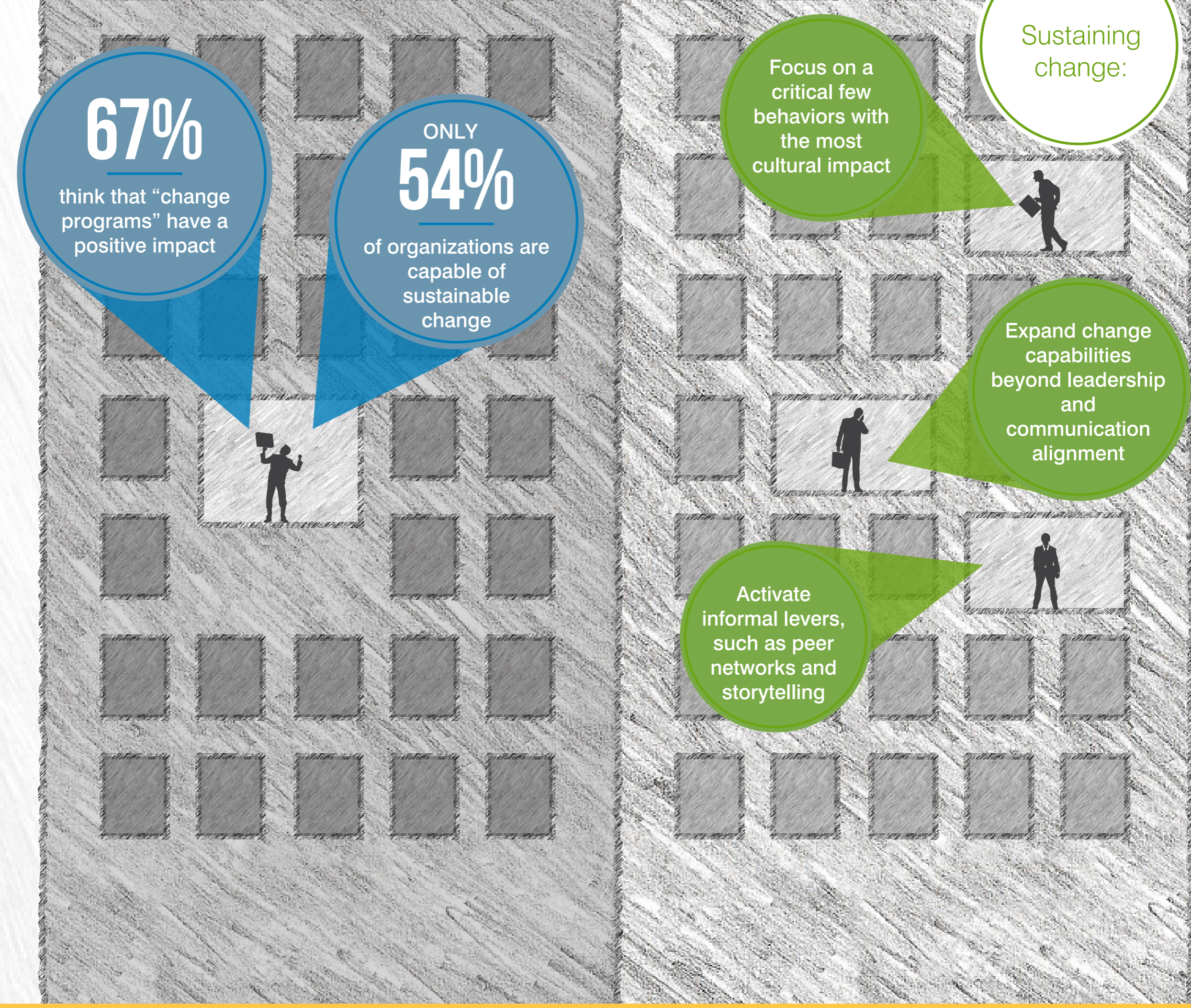
Who's driving the change?



Why doesn't change last?



Creating sustainable change



Global Snapshot

How various regions view culture and their ability to create lasting change

CRITICALITY

How critical is culture to business success?

IMPORTANCE

How important is culture in relation to strategy and operating model?

SUSTAINABILITY

Are your changes sustainable?

Region	Critical	Most Important	Sustainable Change
NORTH AMERICA	87%	61%	56%
CENTRAL AMERICA	88%	58%	70%
MIDDLE EAST AND AFRICA	82%	55%	40%

Geographies

Significant response levels from many regions:

44%	North America
23%	Europe
17%	Asia/Australia/S. Pacific
7%	Middle East/Africa
5%	South America
4%	Central America

Region	Critical	Most Important	Sustainable Change
SOUTH AMERICA	84%	57%	60%

Region	Critical	Most Important	Sustainable Change
ASIA, SOUTH PACIFIC, AND AUSTRALIA	84%	66%	60%

Region	Critical	Most Important	Sustainable Change
EUROPE	79%	57%	40%

Survey Demographics

