

DRIVERS OF A POSITIVE CULTURE

By monitoring the key drivers that shape culture, companies can obtain insights into alignment of culture with values



TONE FROM THE TOP

Senior executives and the board should lead by example and demonstrate conduct that supports the firm's values.



ACCOUNTABILITY

Staff should be held to account for their conduct in relation to firm values.



EFFECTIVE COMMUNICATION AND CHALLENGE

Firms should promote a culture of open communication and challenge.



RECRUITMENT, TRAINING AND REWARDS

Staff selection, training and rewards all need to be aligned to, and support, the values of the firm.