

# Culture.

## *Creating the conditions for growth*

### What do we mean by culture?

Let's say you decided to turn up for your first day at work on roller-skates. You'd probably be chucked out.

Most organisations don't have skating new-starters, but they do have their own set of rules, whether written or unwritten. They reject certain behaviours whilst encouraging others. Culture is a mish mash of the beliefs, expectations, fears and motivators of your people.

Why bother to focus on culture? Because it's pervasive. It has a direct impact on the way customers and employees are treated – and therefore on your bottom line. If you want to change your business, but ignore its culture, you're wasting your time.

“*We enable leaders to listen better, tell good stories and role model the behaviours they want from their people.*”

### What do we do?

Three things. Number one: we define and articulate your culture. We bring to the surface those hidden rules. This is the essential first step in working on your culture. If you can't describe it, you won't be able to change it.

Number two: we discover the causes of your culture. We look at your leaders, your history, the way you communicate, your bad habits, your good habits, your societal context...and more. It's critical (and often undervalued) to understand 'why' your culture is as it is.

Number three: we work with you to change your culture from where it is today to where you want it to be. Our speciality here is leadership. We have worked with leaders from CEOs to team managers, and from the world's biggest corporations to start-ups.

### Who are we?

We are Boundless, led by Daren Gordon and Ashley Green. We help companies define who they want to be, based on fresh insight into their customers and employees. We work with their leaders to create a healthier culture and ditch any bad habits holding back their business. During our careers, we've had some great clients, including HSBC, BP, the Environment Agency, WHSmith and Rolls Royce.

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