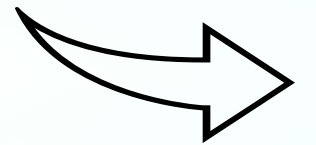


K&A

KNITTER AND
ASSOCIATES

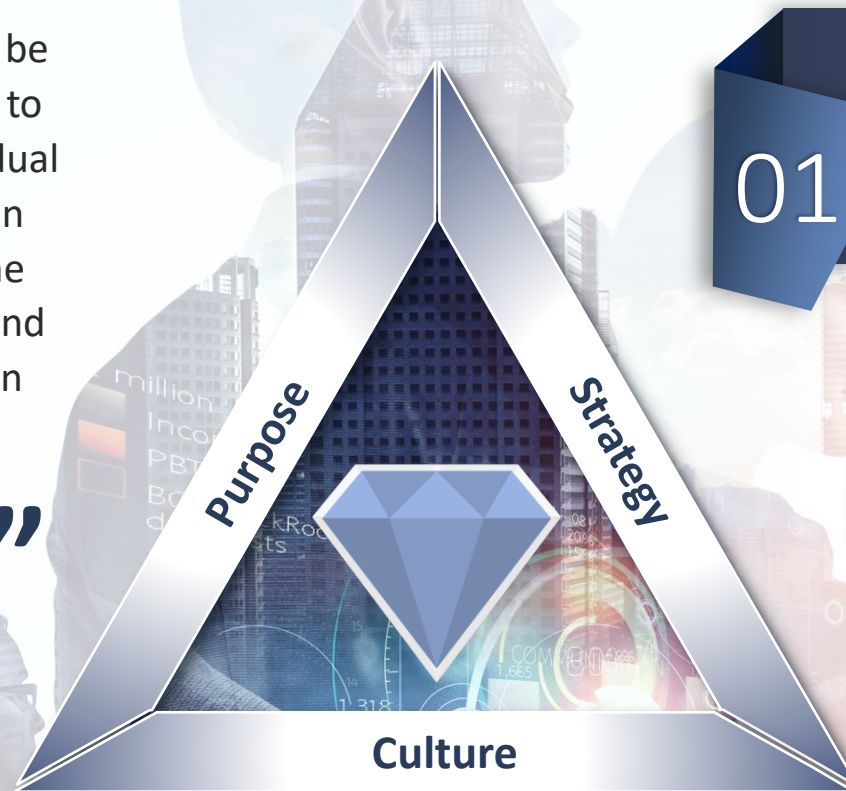
How to use *Culture* to reinforce your *Strategy* and *Purpose*



Drive extraordinary performance at scale by connecting and aligning purpose, strategy and culture

“ Employees must be **willing** and **enabled** to unleash their individual and collective human genius to support the **company purpose** and **strategy**, and this can only happen in a **culture perfectly aligned with both** ”

– Hubert Joly



01 Management levers

Leverage key management processes – recruiting, promotion to power, performance evaluation, success measurement, reward systems, business rhythms, controls & compliance – to directly impact and mold culture.

02 Business levers

Improve operational progress to achieve scope for strategic freedom. The success of operations influences strategic choices and shapes corporate culture.

03 “Human magic” levers

Provide an environment in which people are willing and able to fully commit their energy and talent to serving the organization’s purpose.

Traditionally,
strategy has
been seen as
the key to
corporate
success...

...yet the **interplay** between
culture, purpose and
strategy is the true essence
of prospering business

Impact that matters.