

zuhra



Culture Quotient™

Measure and improve
your workplace culture





Culture Quotient™

Zuhra's unique assessment measures the intangible drivers of organisational performance.

Corporate culture is key to successful performance for any organisation. But it is notoriously difficult to measure and track progress.

Zuhra's research and expertise of working in global organisations shows that culture plus engagement drives performance.

Our **Culture Quotient™** assessment tool and analysis is a practical, robust and cost-effective way to assess your culture and employee engagement.

The measures provide an accurate understanding of where you are now and a benchmark against which you can measure future progress.





Culture Quotient™

How it works

01

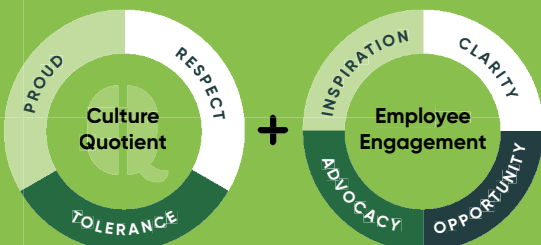
We assess your organisation's values for impact and assessment.



02

We customise the Culture Quotient™ survey to reflect your organisation's values and circumstances and distribute it to your staff.

Culture plus engagement drives performance



03

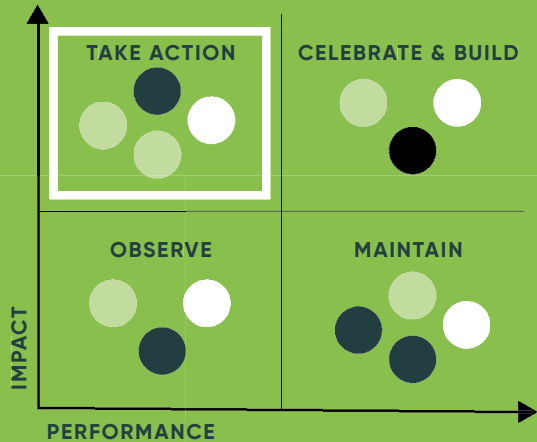
Our expert analysts provide measures of your Culture Quotient and Employee Engagement and identify the Key Drivers of each metric in your organisation.

ACTION ORIENTATION
AGILITY
COLLABORATION
CUSTOMER CENTRICITY
DELIVERY
INNOVATION
QUALITY

APPRECIATION
COLLEAGUES
DEVELOPMENT
EMPLOYEE EXPERIENCE

04

We assess your organisation's performance against each of the drivers and prioritise the areas to work on for maximum impact on performance.



05

We work with you to develop an action plan, which we can implement for you through our HR Director service. Alternatively, we'll take your own team through the plan for ongoing implementation.

You get an organisation with a positive workplace culture aligned with your values, and a motivated, engaged workforce.





Culture Quotient™

To discuss the **Culture Quotient™** survey or if you would like to raise your organisation's performance and understand where you can target interventions for maximum impact, please get in touch.

Call:

+ 44 (0) 131 560 6580

Email:

info@zuhraconsulting.com



The logo for Zuhra Consulting, featuring the word "zuhra" in a white, lowercase, sans-serif font, set against a solid green rectangular background.

Established in 2020, Zuhra Consulting specialises in building positive workplace cultures.

Our approach is based on several decades of hands-on experience in establishing positive cultures in global and local brands with expertise in the causes of – and remedies for – toxic cultures.

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