



zuhra

Building positive workplace cultures

HR Director Service
Culture Consulting
Culture Quotient™

Zuhra helps organisations build positive workplace cultures for their people.

Positive workplace cultures are respectful, diverse, and engaging. They result in increased productivity, improved morale, and greater collaboration.

And because they make for great places to work, they make it easier to attract and retain talent.

But they don't happen by accident.

All too often, cultures can become negative, demotivating, and even toxic.

Zuhra Consulting helps to establish and develop cultures in which individuals, ideas and organisations can thrive.

We'll help ensure that your values are lived and breathed in the workplace every day.

When might you need our help?

- Your business is underperforming, and you don't know why.
- It's getting harder to keep good people.
- You're dealing with more and more staff complaints and HR issues.
- The results of your staff engagement survey were a nasty surprise.
- You don't look forward to arriving at work each morning.

Get in touch to discuss how we can build a positive workplace culture for your organisation.

Call + 44 (0) 131 560 6580

or email info@zuhraconsulting.com



HR Director Services

We can help you through transformational change to align your values and culture by engaging with your employees. Our HR Director service will:

- Audit the current HR strategy and make recommendations
- Design and deliver transformational policies from well-being and family-friendly initiatives to codes of conduct

- Act as an advisor to your Board or Senior Leaders on strategy and operational needs

HR Director Services can be provided on-site or remotely.



Culture Consulting

Every organisation has a unique culture. Healthy organisational cultures are positive places to work, where people give their best and feel valued and recognised. Yet sometimes, and in some places, this is not the case.

Zuhra Consulting helps you to address any issues and build a sustainable and positive workplace culture. We listen to your challenges, understand your goals, and measure your current workplace culture through our **Culture Quotient™** survey.

Then, we design a programme to address your unique challenges and help you implement it every step of the way, from individual issues to organisational blockers.

We use our unique **RESPECT** framework to build, strengthen and sustain your positive workplace culture

- **R**ealign corporate values and measure engagement, inclusion and respect
- **E**nable psychological safety
- **S**trengthen leaders to act as role models
- **P**romote HR policies and processes
- **E**levate wellbeing
- **C**all out toxic behaviour
- **T**ransform career development

"We are impressed by what has been delivered by zuhra in such a short time. Since they began providing direction and leadership, HR is increasingly seen as an engaged, value-adding part of the business. There is a 'buzz' about the team, which is infectious."

Managing Partner,
Large Legal Firm



Culture Quotient™

Our unique **Culture Quotient™** provides you with an in-depth assessment of your corporate culture by measuring how aligned your employees are to the corporate values.

Culture Quotient™ shows how your people experience the corporate culture and the alignment with the strategy and values of the organisation.

It will highlight areas where you may experience reputational risk– and focus on the policies you need to fix.



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.

Zuhra Consulting

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