

What's the point in building a strong Culture?

Culture by itself cannot drive performance.

But, when Culture rides in tandem with Strategy, then it can become a very powerful determinant of organisational performance.

So, how does this work?

First of all, **Culture must serve Strategy.**

Culture is a tool that organisations can use to implement their Strategy.

If an organisation makes poor strategic choices, then it doesn't really matter how good the Culture is. Poor Strategy sets Culture up for failure.

At best, you might end up with the organisation "doing the wrong thing – but really well."

But, if the organisation makes good strategic choices, then Culture really does matter.

A poor resistant Culture will undermine and deflate even the best Strategy.

But a strong adaptive Culture can carry a big load in getting a good Strategy across the line.

Think of every time one of your Strategies didn't quite deliver.

- Could the Strategy have been better?
- Could the Culture have been better in implementing it?

