



Culture Check[®]

Building resilience and minimising reputational risk in companies.

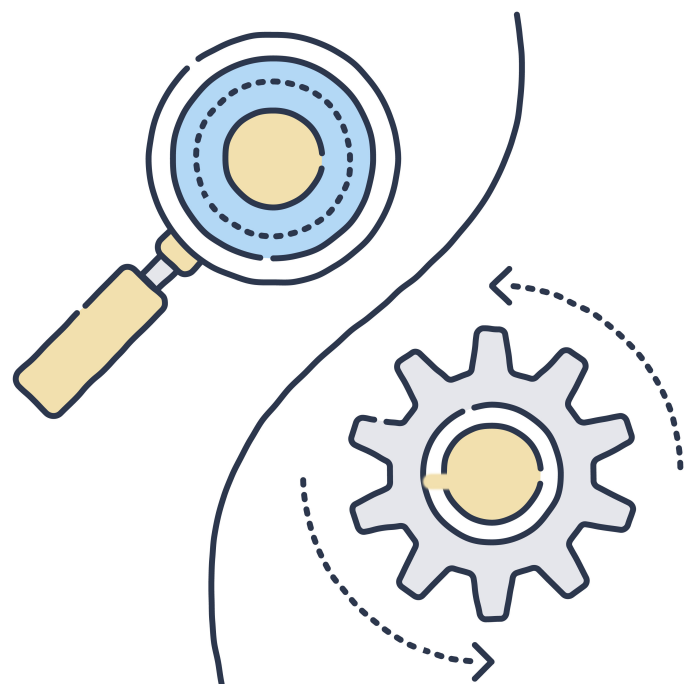
www.alder-uk.com

Introducing Culture Check

Corporate scandals frequently arise because of unchecked cultural problems.

Culture Check is our exclusive management service that gives organisations a unique insight into the state of their culture, allowing them to take swift action on the early warning signs of reputational catastrophe.

It is an indispensable tool for minimising risk, avoiding ruinous PR setbacks, and developing a deep understanding of your organisation which will greatly enhance decision-making at all levels.



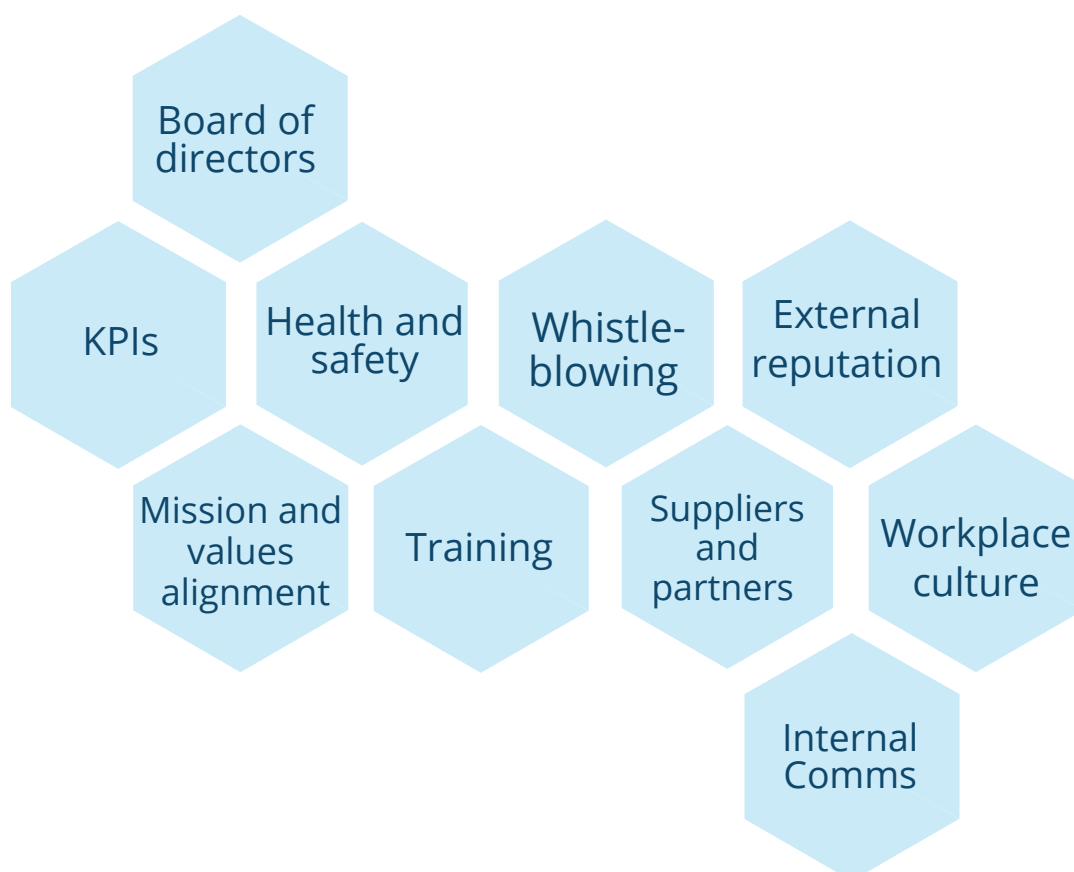
Why Culture Check?

When scandals occur, the finger of blame is often aimed at a company's culture. Cultural problems are easy to identify in hindsight but almost impossible to spot in real time.

We have responded to this challenge by developing our own unique service that builds a comprehensive profile of a company's exposure to reputational risk and highlights any 'red flags' that require action. Clients report that it builds confidence, reduces the costs of failure and protects their brands.

Based on our own research and years of consulting experience, Culture Check examines ten key indicators of organisational health and makes recommendations for improvements.

Using a mixture of qualitative and quantitative research, we examine the following areas:



Key indicators

- **The board of directors.** The tone for the whole organisation is set from the top. We look at how the board functions, makes decisions, and interacts with the rest of the organisation.
- **Mission and values.** Does the behaviour of your staff align with your professed values? Is there widespread understanding of your mission?
- **Workplace culture.** Would your directors know if there was a bullying problem in the workplace? We look at what HR steps are taken to build a positive culture.
- **Internal communication.** There is a strong relationship between low morale, bad culture and poor internal communication which is why we review performance in this important area.
- **Whistleblowing.** Post-mortems on corporate scandals often highlight the inadequacy of whistleblowing schemes. The quality of such schemes – and the degree of trust staff have in them – is therefore an essential area for review.
- **Health and safety.** Accidents are often the cause of crises in all types of organisations, but can you show that health and safety is a genuine priority?
- **KPIs.** One of the best-known drivers of culture is how performance is measured and behaviour incentivised. We will consider whether your KPIs are storing up trouble for the future.
- **Training.** How is your training scheme helping to create the sort of corporate culture you want?
- **Suppliers and partners.** Problems with suppliers can frequently give rise to bad publicity. We review the steps taken to ensure the relationship is healthy and check your interests are aligned.
- **Reputation audit.** Your reputation is what other people think about you, so it is essential to hear from third parties – including the media – what they think about your culture and

How we do it ?



To begin with, we will talk to you about any particular issues facing your company or industry.

We will then use a mixture of qualitative and quantitative research to delve deeply into the key indicators in order to build up a 360 degree picture of organisational health.

Each project is bespoke. We will bring insights that are unique and relevant to your sector, and may bring in further specialist advisers from our broader network to ensure you have the best possible team. We will review the most recent research and best practice to ensure our advice reflects the very latest thinking.

At the end of the project, we will present our findings and recommendations in a report or presentation (or both) according to your preferences.

How much does it costs?

Each project is tailored to your organisational and financial needs. The cost depends on the size and complexity of your company and whether all the indicators are relevant in your particular case. We will be happy to discuss the precise scope of the project with you personally.



Culture Check

Will help you:

- Minimise the risk of PR disasters
- Recover from reputational setbacks
- Build resilience in your organisation
- Improve the quality of decision-making
- Identify areas for improvement
- Demonstrate a commitment to transparency to your stakeholders

Testimonials

‘Gave us real insights - the learning was invaluable’.
Chair of major company, project followed arrest of senior staff member.

‘Good to have our ‘healthcheck’. Our people loved it! It really builds confidence to know how we’re doing... any CEO with an interest in building a sustainable organisation should seriously think about this service.” **CEO, B2C financial products company.**

‘Alder gave us exactly the expertise we need. Their broad knowledge was a wonderful resource from which to draw’. **NGO which had been subject to sustained criticism from the media.**

Our people



Tim Toulmin

Our Managing Director, Tim advises many companies on management and communication issues. A former Director of the Press Complaints Commission, he is also an adviser to public affairs specialists Pagefield Communications and a trustee of Stonewall. He has an MA in history from Cambridge and an MBA from Cranfield School of Management.



Sallie Ryle

Sallie is our strategic communications partner, with a specialism in diagnosing organisational problems. Her career includes a 30-year stint at ITV plc, where she was a senior executive advising both high profile individuals and the business itself on the full range of communication and management matters.



Anthony Longden

Anthony is Alder's specialist partner for crisis PR and live issues, in which role he regularly advises companies on how to handle developing stories. Before joining us in 2012, he was a newspaper editor for more than 20 years, and is currently an adviser to the Society of Editors and a judge at the British Press Awards.



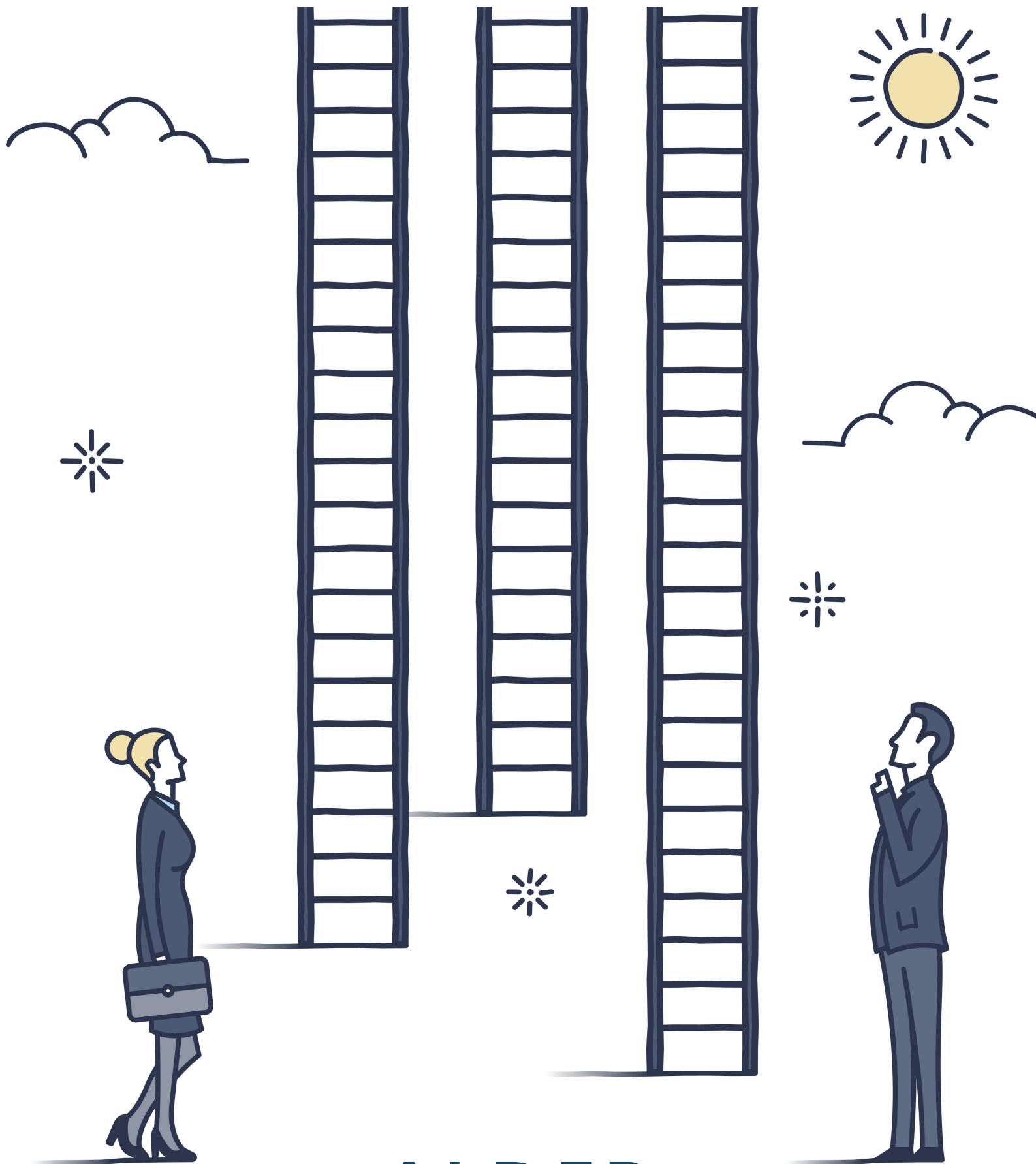
Alison Hastings

Widely regarded as an expert in strategic communications, Alison has broad experience in a range of sectors, having been a newspaper editor, BBC Trustee for England and Vice-President of the BBFC. She is a member of the Gambling Commission; Council of Governors at Clatterbridge Cancer Centre; and Council of Durham University.



Nick Buckley

Nick's long career in journalism includes senior roles at the Mail on Sunday, Express Newspapers and Trinity Mirror, and he is now our specialist partner for issues management, in which role he advises companies in a variety of sectors about how to minimise risk to reputation. He is a school governor and director of a multi-academy trust in South West London.



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