

Transform your business culture for greater impact and growth

Transforming your business culture for greater impact and growth is key to achieving sustainable success. Our flexible culture offering can be tailored to meet your organization's specific needs, whether we're brought in at all levels or focused on jumpstarting culture change. With a real business case at its heart, our approach helps leaders understand the relationship between cultural results and business outcomes, including improved financial performance and shareholder value. We strive to achieve a balance between fostering open conversations and taking action to build momentum and create real change.

IT HAS A REAL BUSINESS CASE

Culture has a strong impact on your business metrics. It is important to understand the relationship between cultural results and business outcomes.

In today's market, companies with strong and targeted cultures have seen a 4x increase in revenue growth (Forbes, 2021). Fortune's annual 100 Best Companies to Work For list shows higher average annual returns, with cumulative returns as high as 495% instead of 170% (Russel 3000) and 156% (S&P 500) (Forbes 2021).

Customer Value

- ▶ Customer Experience and trust

People Value

- ▶ Employee performance
- ▶ Employee engagement
- ▶ Transformative leaders

Societal Value

- ▶ Community impact
- ▶ Equity of access to opportunities

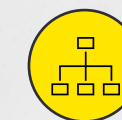
Financial value

- ▶ Improved financial performance
- ▶ Shareholder value

HOW OUR APPROACH BENEFITS YOU



We connect culture deeply to business strategy to get leaders invested in the process early on and bought into the concept of culture as a value differentiator.



We collaborate with influential people in the company such as mid-management and other influencers; we also offer leadership assessments and executive and team coaching as part of our culture offering to show leaders how their leadership impacts the culture and can help to evolve it.



We tap into what motivates employees in order to align individual and organizational interest. We celebrate and build on the bright spots in your organization, rather than starting from scratch. We use the best of behavioural economics to make small changes that have big results in behaviour change.



Our cultural assessment can deep dive into inclusion elements of culture as well - we bring the best of our DE&I expertise to the forefront when working on culture change.

Tools and Enablers



Cultural Maturity Assessment

Evaluates all aspects of an organization's DE&I efforts. To make real progress, an organization must create a cohesive DE&I strategy that is brought to life across its workforce, leadership and culture.

Behavioural Nudges and Shoves

These drive desired changes in employee behavior. Nudges are small, subtle interventions like training or incentives, while shoves require employees to change their behavior by altering the organization's systems, such as compensation structures, policies, processes, and workplace technology.

EY Digital Accessibility Center of Excellence

The EY Digital Accessibility Center of Excellence is engage to complete accessible assessments, remediation plans and support services.

Leadership Coaching

We offer executive leadership coaching that supports and challenges your leaders to develop and take action against personalized development plans focused on building transformative leadership capabilities.

Global Equality Standard (GES)

Examines equality for 35 unique competencies and provides a robust assessment of an organization's approach to diversity, equity and inclusion.

Behaviour Influencer Platform

The Behaviour Influencer Platform: Grounded in a foundation of network analysis, the BIP harnesses AI technology to identify key narratives and uncover micro-behaviours that can surge your organization forward with a shared language that sustains change over the long term.

Accessibility Survey and Trusted Tester digital accessibility assessment tool

The digitally administered Accessibility Survey is a dynamic solution to obtain employee insights. The Trusted Tester assessment tool supports us to gauge digital assets, document accessibility barriers and provide remediation solutions.

DE&I Diagnostic Survey

Captures and evaluates the organization's view of inclusion in both the current and desired culture, and what needs to be done to make the shift using a behavioral "keep, start and stop" framework.

DE&I Communications Maturity Model

This tool assesses organizations' DE&I communication practices based on competencies like governance, processes, modes of communication, budget, and inclusivity. It provides recommendations for improvement, evaluating both internal and external communication.

Equitable Leadership Assessment

The ELA-360 is a unique development tool designed to measure behaviours and competencies that define inclusive, equitable leadership. This focuses on nine core competencies that form the foundation of equitable leadership.

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Racial Equity Assessment Model

This tool is used to assess an organization's culture, policies, programs, practices and systems to identify potential and actual adverse impacts to racial equity. The Model is based on 7 standards, each having its own set of criteria - 32 criteria in total.

Executive Leader Coaching

EY Canada Coaching offers customized coaching programs to support inclusion, create exceptional leadership and help deliver team performance outcomes across your organization. EY coaches are diverse and skilled at holding space for meaningful insights.

Leadership and Teaming Assessment

Applies EY transformative leadership framework to determine where each leader stands against 13 key capabilities, informing coaching opportunities, how leadership teams work together and how aligned they are to an organization's broader vision and strategy.