

Translating Core Values into Corporate Culture

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TIME
INNOVATION
CLIENT FOCUS/CENTRIC
HONESTY
PROFESSIONALISM
INTEGRITY
RESPECT
???

- Judgement of what is important to us
- Standard of Behavior

Core Values

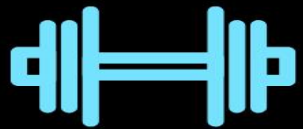


Beliefs and Behavior of Stakeholders

- Perceived
- Actual

Corporate Culture





...NOT WHAT WE SAY OR THINK
CORPORATE CULTURE IS WHAT WE DO

REPEATED VALUE



...culture eats strategy for breakfast – Peter Drucker



PETER DRUCKER

CULTURE EATS STRATEGY FOR BREAKFAST

*...and the impact of corporate culture on a
company is only as good as its strategy*

Corporate Culture Flows

TOP - DOWN





Market Understanding – Cultural Issues in Today’s Market
Insurance Institutions
Players
Consumers

ZAMBIA LANDSCAPE

**LOW ADOPTION
NEGATIVE PERCEPTION
EMPHASIS ON CONSUMER EXPERIENCE
DYNAMIC SYSTEM
PLAYERS???**





MBASELA



**TIME
BIG BRANDS
COPY
REPUTATION
CLIENT**

MARKET PLACE & PLAYERS

UNFORGIVING

CONSUMERS!

- Low Consumer Education
- Wrong Perception
- Limited User Base
- Lack of customized options

Low Retention Rate

*...how do we now translate
core values into corporate
culture*



Business Structure

- Vision
- Structure

How Culture Works:

- Resources



Culture has everything to do with the PEOPLE

- Rwanda
- Singapore

- Switzerland
- Dubai
- Japan

**Weak Strategy
Strong Culture**

**Strong Strategy
Strong Culture**

**Weak Strategy
Weak Culture**

**Strong Strategy
Weak Culture**

- 90% of

- USA
- CNN



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook

#1 Best Place To Work (2013)

It is easier for a **RIGHT CULTURE** to produce a **RIGHT STRATEGY** than it is for a **Right Strategy** to produce a **Right Culture**



2 things that get repeated

- *Things that you reward (Nurture)*
- *Things that you refuse to correct (Don't ignore it)*

If you notice a wrong culture in your organization, check the senior management

Have Incentives for good culture & disincentive for bad culture



MORE + REDS

Challenges	Drivers
Access to Internet Services	Service/Product delivery
Cost of Operations	Accessibility -Reach
Delayed payments from clients	Accessibility of the staff
Fluctuating foreign exchange rate	Advice provided
Getting right employees who fit the needs of my business	Claims settlement
Investments/Financing to grow business to the next level	Customer care
Natural occurrences/disasters	Effectiveness in customer management
Security (business premises)	Efficiency (response time)
Security (goods being stolen)	Flexibility in customer management
Security (goods in transits - damages on goods)	Flexibility in premium payment
Working capital/cash flow	Innovation

A photograph of a track and field race. In the foreground, a female athlete in a red uniform is lying on her back on the track, appearing exhausted or collapsed. Her bib number is 33222, and it says 'London 2012'. In the background, several other athletes are running, including one in a green and red uniform (bib 2877) and another in a blue uniform (bib 25). The text 'DID I DO MY BEST?' is overlaid in white on a dark grey rectangular background.

DID I DO MY BEST?





Thank You
