

# How human is your business?

1

## Rigid companies

**Culture** - your culture's controlling and unresponsive. People tend to do things the way they've always been done.

**Behaviour** - if someone has a problem with you it's their problem, not yours. Employees should leave their personalities at home and just do what they're told.

**Brand and comms** - The way you talk about yourself and the way you act are different. You feel no need to change.

2

## Inflexible companies



**Culture** - You recognise other ways of doing things, even if your own approach is quite fixed.

**Behaviour** - if customers have a problem, people are often sympathetic and apologetic, but they don't feel they can do much to help.

You want to treat staff as individuals with unique strengths, but you're not very good at doing it.

**Brand and comms** - You realise there's a big difference between what you say and how you act. You understand that you need to change, but aren't sure how to.

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## Responsive companies

**Culture** - you're often personally engaged with your customers. You try hard to shape yourself round their real needs. But processes can get in the way.

**Behaviour** - your colleagues are aware of customer needs, but they sometimes have to work hard to make sure you meet them.

You value your people as individuals, and they can often (but not always) make their voice heard.

**Brand and comms** - most of the time, you walk it like you talk it. You're also pretty good at looking at yourself and seeing where you need to go next, but don't always get it right.

4

## Human companies

**Culture** - you're very responsive to individual customer needs. You're flexible in the way you understand and respond to them.

**Behaviour** - everyone feels empowered to put your customers first. They have a lot of individual autonomy, so they can tailor their responses to fit the situation.

Your customers love doing business with you, because you always treat them with warmth and respect, and they get everything they need.

**Brand and comms** - you almost don't need to manage your brand – your personality shines through in everything you do. You're also very good at responding quickly and constructively to changes in the wider world.

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