

About us

We, at Inspiring Culture Association, are an international not-for-profit team of consultants. Our mission is to catalyze strategic and operational alignment and coherence in organizations. Becoming more coherent and aligning people on a

common purpose means shared values, new capabilities and daily habits. We work with both for-profit and not-for-profit organizations from various industries and sectors.



INSPIRING
CULTURE
ASSOCIATION



Where is your organization headed as a result of your people's values, decisions and behaviors?

A significant number of organizations are launching initiatives to transform their business and achieve a higher purpose, serving and meeting the demands of a broader array of stakeholder.

Whether you are aware of it or not, at any given moment in time, your people's values, decisions and behaviors shape the future of your organization and lead you to a specific destination.

The question? Is this also the direction you wish to go?

DISCOVER OUR ALIGNMENT STRATEGIES FOR A BETTER BUSINESS

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Where do you want to be on this matrix? Solely on “Charity”, maximizing donations?

Or only “milking the cow” for maximum financial returns to shareholders? Do you mostly focus on longer-term sustainability? What about your employees?

How about pursuing instead a higher purpose, doing good AND making money, taking all stakeholders into equal consideration whereby achieving higher employee engagement, customer satisfaction, return on investment and environmental sustainability?

Where do you want to focus your actions?

Align your actions with your purpose.

We propose specific changes in habits that will contribute to a higher purpose. Principles to achieve a “better business”¹

- **SOLIDARITY**
Other people matter - Making decisions in the context of the best values, expectations and needs of those with whom the organization should seek to build relationships.
- **SUSTAINABILITY**
Stewardship of people, values and resources - Acknowledge and seek to measure the impact the business has on people, values, resources, and the environment.
- **PLURALITY**
Valuing diversity and building bridges - Be clear as to who you are and what you stand for, combining this with an openness to enrichment from others, valuing diversity of thinking and cultures.
- **SUBSIDIARITY**
Create new habits and freedom with responsibility - Allow people to develop by being able to contribute to the purpose and results in making decisions at all levels.
- **RECIPROCITY**
Building trust and trusted relationships - Use knowledge and capabilities to provide benefits that people desire and value but cannot expect or demand.

What specific behavior changes would lead your organization towards a better business? How can you catalyze these changes and make them really happen?

¹ Inspiring Culture Association is independent from, but inspired by Blueprint for Better Business (see: www.blueprintforbusiness.org)