

CAMPBELL  
TICKELL




# The Campbell Tickell **CultureScan®**

Turning insight into culture change

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**“When the culture is strong, you can trust everyone to do the right thing.”**

**— Brian Chesky, Co-founder and CEO, Airbnb**





# Why culture matters now

In a sector under pressure, from financial constraints and regulatory scrutiny to the need for greater customer focus, organisational culture is more important than ever. Culture affects everything: recruitment and retention, decision-making, innovation, collaboration, and value for money. Yet, for many organisations, culture remains hard to pin down and even harder to influence effectively.

The CultureScan© is a proven, diagnostic tool designed to help organisations, particularly registered providers of social housing gain a clear, objective, and actionable view of their culture. Now in its sixth year of operation and informed by a robust and growing data set from across the sector, the CultureScan offers clients a tangible way to understand their unique cultural DNA and take purposeful steps toward a more effective, inclusive, and high-performing workplace.



# What the CultureScan does

The CultureScan holds up a mirror to your organisation. It translates complex cultural dynamics into clear language and actionable insights. Unlike generic engagement or satisfaction surveys, it uncovers the underlying drivers of your culture, the patterns of belief, communication, and leadership that influence how your organisation really works.

Whether you're planning transformation, seeking greater cohesion, or simply want a culture health check, The CultureScan provides intelligence that is:

- **Objective** – Grounded in evidence, not assumptions
- **Comprehensive** – A whole-organisation view across seven cultural pillars
- **Comparable** – Benchmarkable against anonymised peer data
- **Actionable** – With clear short-term wins and longer-term strategic value

**“The CultureScan doesn’t just tell you how people feel. It shows you why they feel that way and what to do next.”**

- James Tickell, Partner, Campbell Tickell

# What you get

Each client receives a comprehensive report, including:



## Culture on a page

A visual radar showing where you stand on each cultural pillar



## Your cultural DNA

How the culture is experienced across roles and teams, including points of tension or strength



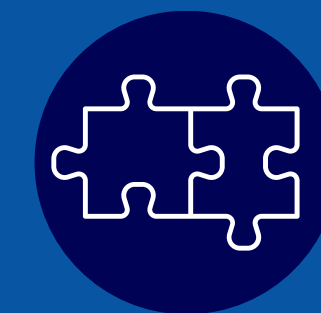
## Benchmarks

Against anonymised sector peers



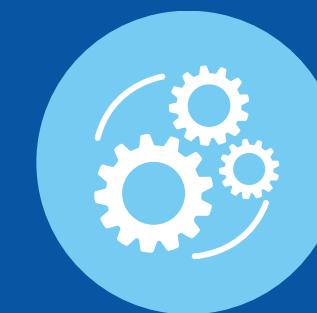
## Insights by demographic and department

Pinpointing where culture is thriving or under strain



## Deep dive on inclusion

Based on qualitative and quantitative feedback



## Action plan

Practical steps to maintain what's working and improve where needed

## Optional extra

Optional extras include a board or leadership presentation, and a facilitated session to co-design your next steps.



# How it works

The CultureScan process is tailored to your context. It typically includes:

1

## Pre-Scan session

To agree objectives and tailor the focus

2

## Online survey

For all staff, board and volunteers

3

## Focus groups or interviews

To bring depth and clarity to the findings

4

## Comparative analysis

Mapping your culture against peers and aspirations

## A recent case example:

In one housing provider, The CultureScan highlighted that while senior leaders and customer facing staff felt aligned with the organisation's values, middle managers felt disconnected and under pressure. This insight led to targeted support that improved communication flow and cohesion across the organisation.





# When to use the CultureScan

**The CultureScan is especially valuable when:**

- Planning or undergoing transformation or growth
- Embedding or evaluating organisational values
- Improving engagement, retention or cross-team working
- Navigating merger integration
- Making the case for cultural change with evidence



# The seven pillars of positive culture

The CultureScan assesses your culture across seven defining characteristics, each linked to either a positive attribute or a shadow side that can inhibit or block progress:

**1**

**Contented** (or Dissatisfied)

**2**

**Empowered** (or Instructed)

**3**

**Structured** (or Sloppy)

**4**

**Engaged** (or Remote)

**5**

**Agile** (or Rigid)

**6**

**Progressive** (or Defensive)

**7**

**Aligned** (or Fragmented)





# What clients say

**“This work not only meant we could demonstrate the positive effects of our changes externally, including to regulators, but also brought people together internally as they realised how much their hard work had impacted our culture.”**

— Howard Sinclair, CEO, St Mungo’s

**“The feedback from staff has set the foundations for our new Strategic Plan, ensuring our workplace culture continues to thrive and that our people remain at the heart of everything we do.”**

— Martina Smith, CEO, HAIL



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# Let's talk

If you're curious about what's really shaping your culture and how to make meaningful progress we'd be happy to explore how The CultureScan could support you.

Get in touch for a tailored conversation and see the tool in action. Please email James Tickell at [james.tickell@campbelltickell.com](mailto:james.tickell@campbelltickell.com) or Clare Sion at [clare.sion@campbelltickell.com](mailto:clare.sion@campbelltickell.com)

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