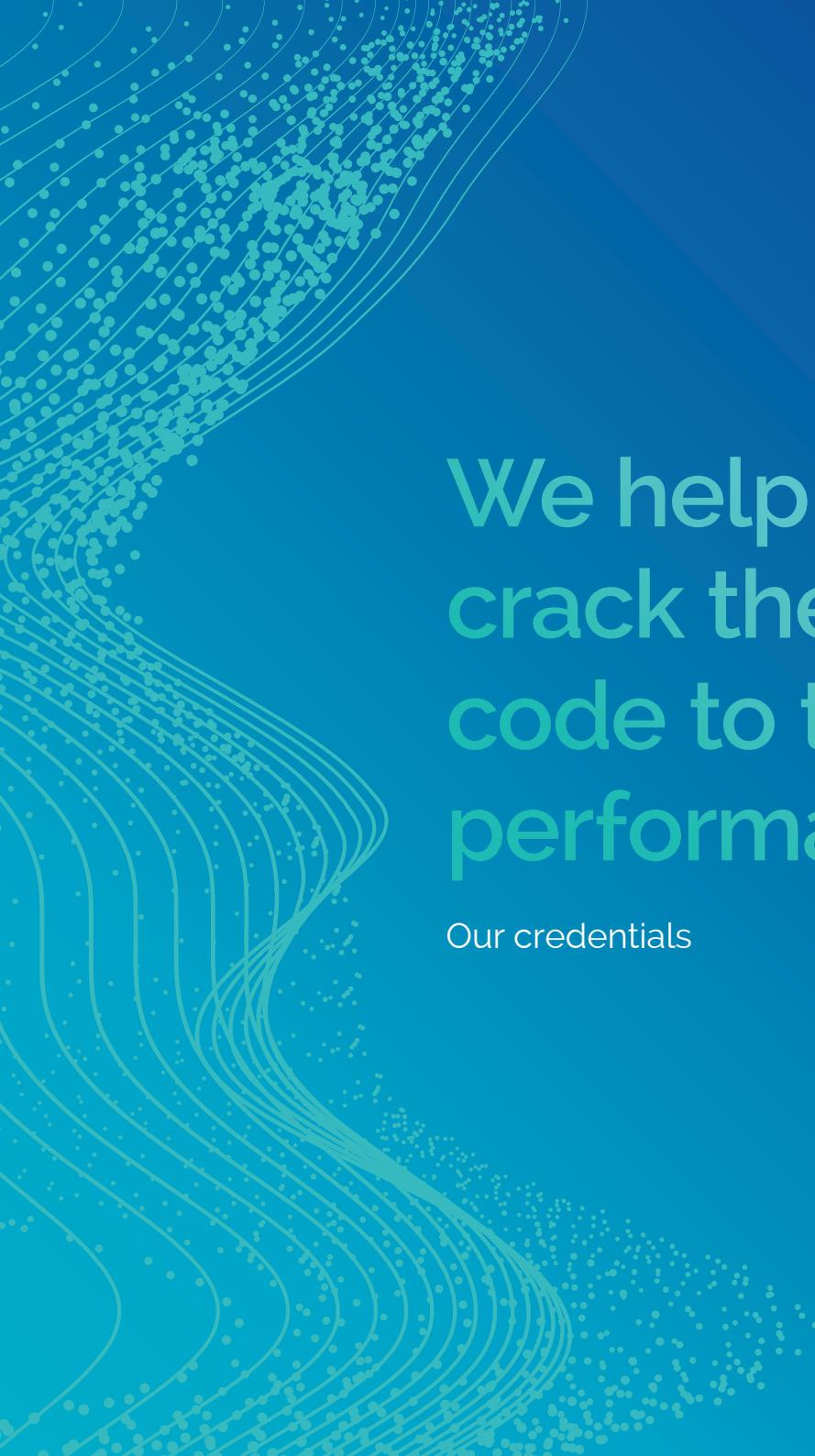


We help businesses
crack their culture
code to transform
performance

Our credentials



dragonfish
culture + performance

“Understanding
the links between
your people, your
brand and your
customers is the
key to driving
sustainable growth.”



Our core belief - proven by research

Contents

- 5 Who we are
- 7 What we believe
- 8 Our services
- 10 The dragonfish way
- 12 What makes us different?
- 15 Our award-winning experience





Who we are

dragonfish is an award-winning culture consultancy, part of the global Lawton Comms Group, with offices in Southampton, London, Sydney and LA.

We are the trusted partners for leaders in ambitious brands with plans to transform performance through culture change and employee engagement.

Our team is a unique mix of award-winning HR directors, research specialists and commercial marketers with an impressive track record of helping organisations to identify and build stronger connections

between their people, brands and customers to unlock potential and growth.

Our approach has delivered outstanding results across a range of sectors for organisations such as Clouдрeаch, Carni� UK, O2, National Trust, Karen Millen, Ann Summers, Cunard, Enterprise Inns, Fitness First and many more.

Our awards

- **Highly Commended Consultancy of the Year** and Customer Engagement Winner - European EE Awards 2017
- **3x Winner** - UK Employee Experience Awards 2017
- **Winner** - UK Customer Experience Awards 2016
- **Finalist** - OC Excellence Awards 2016

“The team were meticulous and attentive; really getting under the skin of our complex organisation and providing real (and usable) insights to help us move to a new vision for our future. Simply put; great people, great service, great results.”

National Trust

What we believe



People and culture drive performance

Actively managing your culture is the only way to unlock the full potential of your people. That's why culture is a competitive advantage across every sector, driving short-term performance and long-term success.



Culture can be measured and managed

Culture shouldn't be mysterious or fluffy. It can be measured objectively, offering clear ROI in areas like customer experience and innovation. So we make culture tangible, allowing you to shape and nurture everyday behaviours with real impact.



Culture change has changed

Neuroscience is giving us a clearer understanding of the impact of change on the way we think. Yet, some fundamentals remain. The answers to effective culture change usually already exist within an organisation. And managers are key. Because while leaders shape the tone, managers shape our experience. For leaders and managers to drive culture, they need to understand it and believe in it.

Our services

Everything we do is underpinned by a smart, pro-active blend of research and real-world experience.

Our annual 'cracking the culture code' study, in partnership with The Research Group at Bournemouth University, focuses upon identifying and exploring the most up-to-the-minute data on the links between your people, brand, customers and performance. We compliment this insight with data-led diagnostic tools and in-depth qualitative research; helping leaders understand their organisation's culture, shape its evolution and drive sustainable growth.

Developing your culture, vision, purpose and values

We build alignment and deliver behaviour change across organisations by defining vision, purpose and values frameworks and embedding them across the employee experience. In a practical and pragmatic way we bring your vision, purpose, values and behaviours to life for your people, ensuring they translate into everyday decisions and actions.

Aligning the customer and employee experience

Building on cultural foundations, we help organisations to unlock performance by understanding the vital links between customer experience and employee experience. Aligning your customer offer with your people promise enables you to drive engagement, deliver enhanced experiences and improve customer satisfaction.

Assessing and integrating cultures for mergers and acquisitions

Through an enhanced due diligence offer and a tried-and-tested framework, we help organisations on either side of a deal to prepare, execute and realise the benefits of successful cultural integration.

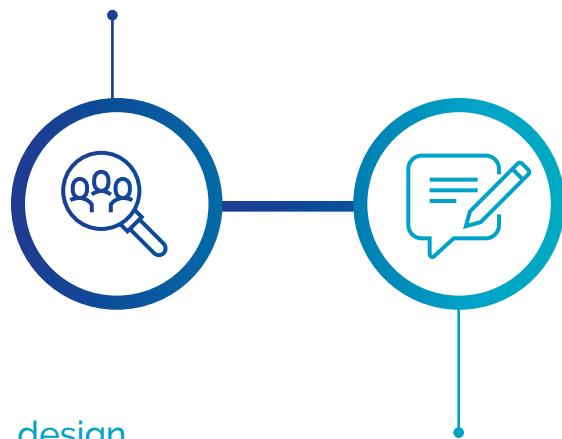
“From the outset, dragonfish has always adopted an extremely professional approach whilst having the ability to explain complex matters in a user-friendly way.”

The dragonfish way

Cracking the culture code

discover

- Stakeholder engagement
- Culture and Performance Audit (CPA)
- Brand immersion
- Employee experience mapping
- Business case development to support culture change

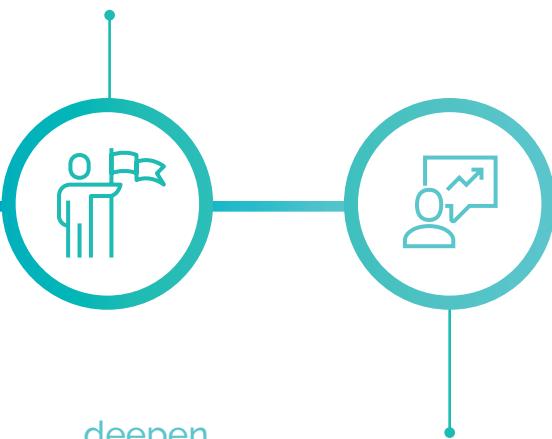


design

- Strategic narratives
- Creative communications
- Leadership engagement and alignment
- Involve/engage teams to build ownership
- Culture frameworks (vision, purpose, values)
- Behavioural frameworks to drive performance
- Culture roadmaps for embedding change
- Employee experience optimisation

deliver

- Leadership readiness for culture change
- Delivery of culture roadmaps
- Culture kick-off activities
- Manager culture training and toolkits
- Flexible support for internal teams



deepen

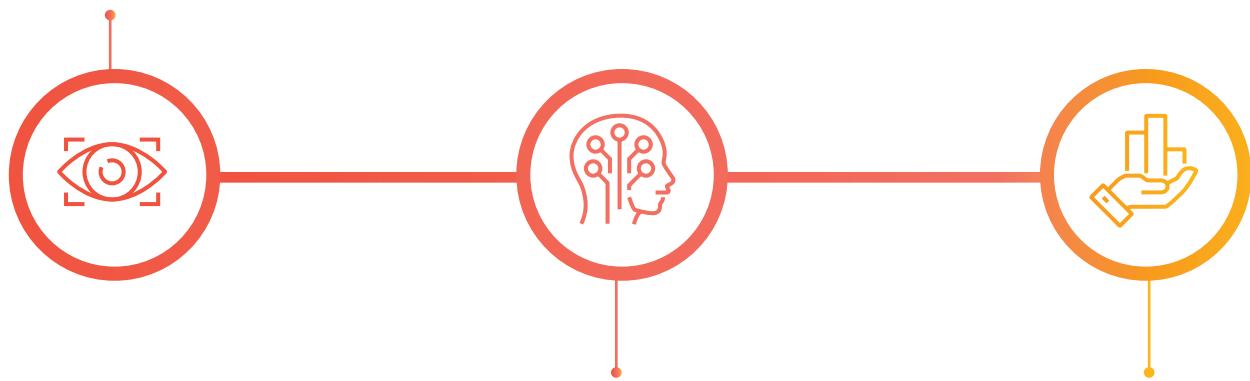
- Momentum sessions
- Programme management
- Measurement and change scorecards
- Leadership culture coaching
- Culture trackers and pulse surveys
- Alignment of the employee experience and customer experience

The dragonfish way

Assessing and integrating cultures for mergers and acquisitions

discover

- Stakeholder engagement
- Data insights linked to high performance
- Benchmarking – people/cultural indicators
- Top 10 culture drivers benchmarking
- Culture and Performance Audit (CPA)
- Leadership profiling
- Team dynamics reports



decode

- Observations and key themes
- Identify risks
- Culture assessment
- Highlight opportunities
- Recommendations for integration

deliver

- Culture integration roadmaps
- Culture integration workshops
- Leadership exploration sessions
- Leadership culture coaching
- Change scorecards

What makes us different?



A powerful combination

We've got the ideal mix of former HR directors and senior marketers, experts in research, organisational psychology, customer strategy and change. This winning combination helps us understand and align the links between your people, customers and brands. And ultimately how to improve performance through culture.



Focused on results

We focus on transforming performance and delivering sustainable results. Our approach has delivered outstanding results across a range of sectors and we understand the importance of demonstrating a direct and tangible commercial difference. Above all, we are driven by achieving stretching goals and take pride in helping our clients win.



A trusted partner

We specialise in unlocking performance potential in ambitious organisations. With expertise built over years of research and practical experience, we know the problems they face and how to solve them.

“Above all, we are driven by achieving stretching goals and take pride in helping our clients win.”

Niall Cluley (Chartered FCIPD), MD team dragonfish

A woman with blonde hair is smiling and pointing her finger towards a wall covered in numerous white sticky notes. The notes contain various handwritten text items, some of which are partially legible. The background is slightly blurred.

“We'd really like to thank dragonfish, you've made a real difference.”

Enterprise Inns Group

Our award-winning experience

Our approach has had impact and delivered results for brands such as...



Ann Summers

RADLEY
LONDON



KAREN MILLEN



AVON

O₂



PegasusLife



Go-Ahead

zest.



To view more examples of our work and its impact, visit www.dragonfishuk.com/work

Our events

Our research is valuable and insightful for business leaders. Come along to our free events to hear about our latest culture statistics and trends across vision, purpose and values, customer and employee experience, and culture integration for mergers and acquisitions.

Please visit our website for more information and to register your interest.

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dragonfish is part of Lawton Communications Group –
a global, independent group of businesses founded in 1979.

dragonfishuk.com