

# WHY CULTURE WINS IN THE DIGITAL AGE

The more decision makers are bombarded with data and digital information, the more they are looking at a company's culture as the key differentiator when selecting a partner, according to a new survey conducted by FORTUNE Knowledge Group and gyro, the global ideas shop.

## BUSINESS DECISION MAKERS SAY THEY ARE OVERWHELMED BY THE ONSLAUGHT OF INFORMATION

**57%**  
of respondents are **challenged** by the excessive volume of information.

**65%**  
are **daunted** by the rapidly increasing variety of sources of information.

## CULTURE MAKES BUSINESS HUMAN

The digital assault is making executives numb. That's why the need to connect on an emotional level has become more important than ever. Company culture allows businesses to connect on a human level.

**59%**  
of respondents want to partner with a business that knows what it stands for and acts upon it.



**Doing the right thing** is more important than a reputation for innovation or market dominance.

**60%**  
say they prefer to do business with a company that is intent on doing the right thing, even if it doesn't maximize revenue.

## It is increasingly important for companies to highlight:

values

mission

people

**58%** of respondents believe business decisions should be based on soft factors like culture and value.

## CULTURE IMPROVES THE CUSTOMER EXPERIENCE

Great companies build cultures that create great customer experiences, according to **89%** of respondents.

**68%**  
say "ordinary" companies have lost the sense of where they came from.

**41%**  
say a company with a **strong sense of purpose** and values is better at attracting like-minded people.

**52%**  
of respondents hope companies become **more purpose-driven**.

All of these factors counteract the primary reason **business partnerships fall apart**, which is a lack of trust, according to **71%** of respondents.

The factor an executive is most likely to highlight when recommending a partner is a culture committed to service (**42%**).

## CULTURE BUILDS TRUST

The more digital a relationship becomes, the more partners crave human interaction. That's why **84%** of respondents are making more face-to-face presentations than they did five years ago.

**83%**  
are attending more conferences, trade shows, and professional events than before and 82% of respondents are taking business partners more frequently to social activities (events, dinners, sports).

**86%**  
say that communicating clearly and regularly about what is, or is not, working in the relationship is more important than five years ago.

Culture, combined with human interaction, breaks through the numbness.

FORTUNE Knowledge Group

The FORTUNE Knowledge Group, in collaboration with gyro, a global ideas shop, conducted a worldwide survey in June 2015 on whether a sense of purpose affects the way a company is perceived and the effect culture has on business relationships. The sample comprises 500 respondents (all director level or above who have influence over key business decisions): 40% are based in the United States, 40% in Europe and 20% in Asia. All companies surveyed have annual revenues of \$500 million or more; 26% have revenues exceeding \$1 billion.

IN COLLABORATION WITH: gyro: