

Approaches for Shaping Organisational Culture

Insights from a conversation between

Joyoti Banerji

Business Consultant and Coach

&

Cyrille Kozyreff

Founder and Managing Partner,
Humanistic



“The ultimate goal of culture-building is to make the business grow.”

Joyoti Banerji

“Growing
organisational culture
is a joyful win-win.”

Cyrille Kozyreff

“India's growth is driving organisational culture-building in its companies.”

Joyoti Banerji

“For culture building,
start with purpose,
follow-through with
consistency and
momentum.”

Joyoti Banerji

“Culture change has to start from the top, because leaders wield the most influence and can role-model the desired behaviours.”

Joyoti Banerji

“Culture is about investing into the future, if you can make a business case for it.”

Joyoti Banerji

“The impact of culture building is measurable, with talent metrics, including engagement and experience.”

Cyrille Kozyreff

“The real test is in the
business impact.”

Joyoti Banerji

“There is no such thing as neutral or no organisational culture. If you aren't intentionally driving culture as an organisation, people are.”

Joyoti Banerji

“AI-driven insights can make organisational culture more relevant and relatable.”

Joyoti Banerji

Watch the recording of
the webinar

LinkedIn: [company/wearehumanistic](#)

YouTube: [TeamHumanistic/streams](#)

Follow us for more insightful conversations