

MEDIA RELEASE

Leaders of Aussie companies lack insight on culture

Melbourne, Wednesday, 18 September 2019: Australia's C-Suite does not have a realistic view of company culture, according to a report by the Australian HR Institute (AHRI).

The '5 Hard Truths About Workplace Culture' Report conducted by AHRI and Insync found C-level executives at Australian companies are less likely to recognise a shortfall in company culture than other employees.

The report says boards and CEOs need a reality check. They have to take accountability for their organisation's culture, culture change, and to ensure that competent HR backed by industry certification guides cultural change.

Lyn Goodear, CEO of AHRI said: "Despite the wake-up call delivered by the Hayne Royal Commission, it is alarming to see a clear disconnect still remains across Australian businesses between the CEO's impression of company culture and what is being felt at the frontline."

HR team members proved the hardest critics of company culture. These team members ranked the company's practices lower than their peers, seeing the greatest disparity between current sentiment and best practice.

Insync CEO, Nick Barnett, said: "This research is a rallying cry for leaders to role model and galvanise a much more ethical and sustainable culture in their organisations from the inside out. Only then will the recent massive loss of trust in business and business leaders start to be rebuilt."

The '5 Hard Truths' identified in the report are:

1. Culture problems are pervasive
2. Culture problems are often immense
3. Larger organisations have larger culture problems
4. CEOs have trouble seeing culture problems
5. Organisations need HR as a professional culture partner

Goodear added: "HR teams are in a challenging environment, with their work cut out for them. HR practitioners who are AHRI certified by the National Certification Council are equipped with the skills, techniques and strategies to bridge the gap between C-Suite and what is happening at the coalface".

For a copy of the '5 Hard Truths' Report, visit www.ahri.com.au/get-connected/.

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About Australian HR Institute

The Australian HR Institute (AHRI) is the national association representing human resource and people management professionals with 20,000 members from Australia and across the globe.

About Insync

Insync is an experience management and research consultancy that partners with many Australian organisations to help them measure and improve employee and customer experience, and organisational capability.

