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Case Study: UK Scaleup

A UK based engineering scaleup of 20 employees anticipating rapid growth in the near future.





Who are they?

- Startup/scaleup of 20+ employees
- Bioscience sector
- UK based
- Product validation stage
- Anticipating rapid growth in the near future
- Strong feedback culture but difficult to scale as they grow

What is the key challenge Culture⁺ addressed?

Ensure decisions
about where
culture needs to
improve are **based
in evidence and
data**

**Establish
expectations** of
culture before
growth

Ensure the existing
feedback culture is
as **effective** as
possible

Ensure the
process is time
efficient and
**valuable for
individual
organisation
members**

Outcome:

Culture⁺ has improved their inclusive culture

Gradual, sustainable improvement in behaviour has been recorded across the organisation.

Measurable, tangible cultural change

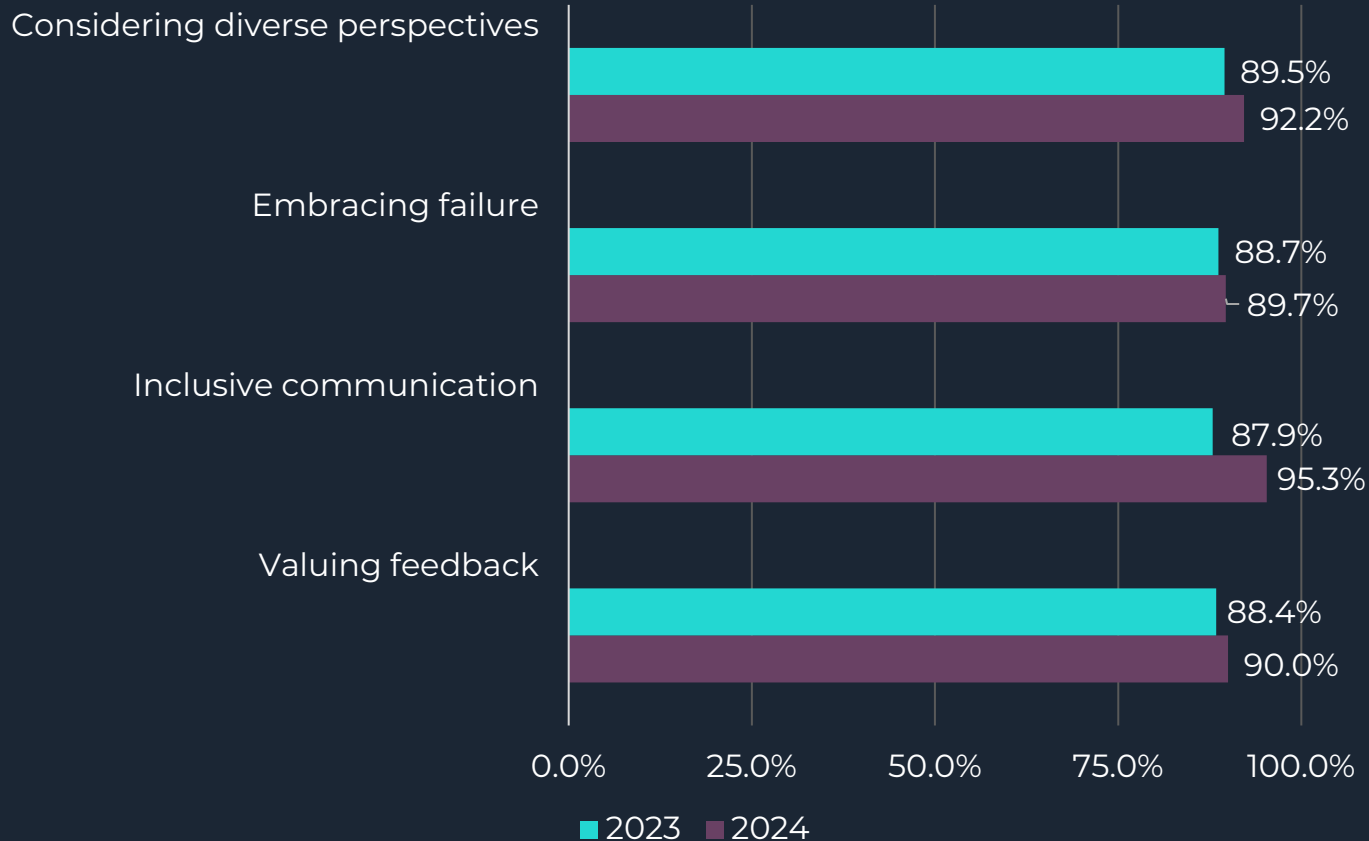
85% of behaviours (11 out of 13) showed improvement during the time users engaged with Culture⁺

We compared average reviewer scores from 2023 to 2024, focusing on organisation-wide culture change rather than individual behaviour. Sufficient data was available to report on 13 behaviours.



These 11 behaviours are key to building inclusive cultures.

The chart shows how average scores improved from 2023 to 2024, reflecting a shift toward more inclusive habits across the participating organisation.



Each cell represents a focus area made up of four behaviours essential to inclusive culture.

The chart shows that every measured cell improved from 2023 to 2024, meaning all four behaviours within each of these areas showed positive change.

Inclusive communication saw the greatest improvement

At the end of 2023, this was identified as the biggest area of risk. With targeted support, the organisation took specific steps to address it. It's now their strongest area and the highest scoring cell with the greatest improvement.

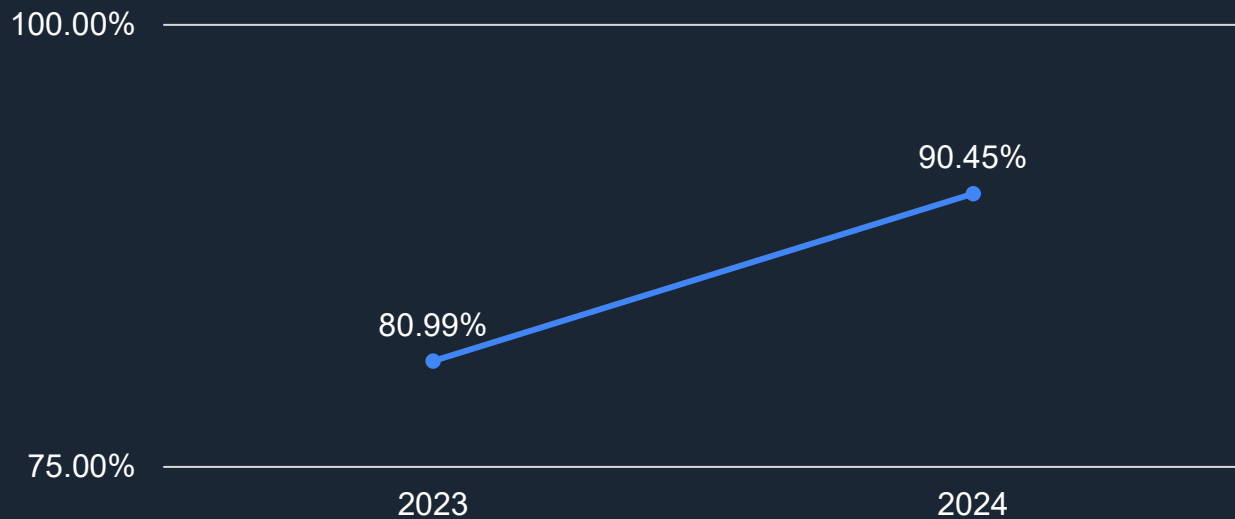
Culture⁺ enabled a focused, data-driven response that led to tangible cultural change.

Women's experiences have improved – and the gap has closed.

In 2023, our data indicated that women's experience of the behaviours core to valuing feedback was less positive than men. This is particularly concerning because a healthy feedback culture is crucial for psychological safety and innovation. It also means women are being heard less which can impact their promotion prospects and whether their perspectives are considered when making decisions.

Our analysis of the data from 2024 indicates that women's experience of the behaviours connected to feedback are now more positive than men.

Valuing feedback: Women's experiences have improved with Culture⁺



Women's scores have increased for valuing feedback.

What's next for this organisation?

It's clear that this organisation has an inclusive culture and have made significant progress in addressing their biggest areas of concern. There was one behaviour, though, that declined:

"Responds positively when people take considered risks"

An inclusive culture is one where teams continue to grow and improve. An innovative culture is one where people can take considered risks. This is the area to focus on next.

Bottom Line:

**Culture⁺ has shown impact
and uncovered a key area to
address.**

This organisation has the information and tools needed to continually improve.



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Let us know how we can help

Erik Tomlin

EDI Platform Manager
erik.tomlin@raeng.org.uk
+44 (0) 20 7766 0604

