

What is The Results Equation™?

The Results Equation is a strategic framework that integrates culture as a crucial component of your business's overall strategy. It shows how the combination of purpose, strategy, and culture is how an organization achieves desired results. This holistic approach ensures that every part of your organization is working in unison towards common goals.

YOUR FORMULA FOR SUCCESS

By aligning the elements, you create a cohesive and powerful force that drives business success. The Results Equation looks like this:

Purpose + Strategy + Culture = Results

Purpose (the WHY)

Your organization's Mission and Vision, comprised of a category and metric that provide direction and inspiration, and drive motivation and commitment.

Strategy (the HOW)

Key Results and Strategic Drivers that outline the plan and actions that guide your organization toward achieving its goals.

Culture (the WAY)

The shared beliefs, behaviors, and norms that shape the daily actions and decisions of your organization.

HOW IT'S CREATED

Before The Results Equation Workshop, your leadership team (and others as selected) will refine the Organizational Purpose and R2/ Vision, define strategic priorities that will become Strategic Drivers, and review and further clarify Key Results.

During The Results Equation Workshop, cross-functional teams will align on your determined components and identify C1 to C2 shifts needed to achieve your Key Results. They will then determine the Cultural Beliefs® that embody these needed shifts.

Once your Results Equation is finalized, you can share it with the rest of your team to establish what the organization prioritizes, what they hope to achieve, and how they hope to achieve it.

Below is a Results Equation example:

Results Equation Example (Financial Services)

PURPOSE	Improve the Financial Lives of our Members		
R2 VISION	2.5M Members by 2030		
KEY RESULTS	11% Member Growth Annually	Top 5% in Nation for NPS in Financial Institutions	4.99 App Ratings
STRATEGIC DRIVERS	Growth Through Price & Financial Wellness	Be the Member's Advocate	Be Envied in Digital Delivery
CULTURAL BELIEFS*	Do It I make decisions, I am trusted & supported, my voice matters.	Grow It I thrive on change that ignites opportunity.	Got It I confidently own every experience and find solutions.

Purpose – the organization’s reason for existing.

R2/Vision – the long-term, clear, achievable goal (category and metric) that helps your organization know you are living and fulfilling your purpose.

Key Results – the specific categories and metrics that measure how well you focus your organization’s mindshare, time, energy, and resources on your path to achieving R2. They should be measurable, meaningful, and memorable.

Strategic Drivers – the long-term priorities of the organization to drive organizational success and achieve the R2/Vision.

Cultural Beliefs® – a belief prioritized as key to how an organization thinks and acts to achieve its desired results.

THE IMPACT OF ALIGNMENT

Research shows that organizations with a fully aligned Results Equation experience significant business growth:

+44.5% change in revenue over 3 years for organizations with full alignment.

+10.7% change in revenue over 3 years for organizations with partial alignment.

Source: 2023 Dr. Charles O'Reilly, Stanford University / Dr. Jessica Kriegel, Chief Scientist of Workplace Culture for Culture Partners.

Purpose + Strategy + Culture = Results