



CREATIVE FUTURES

CULTURE

Samantha Jones:

I think culture is the most important thing in an organisation, whatever the thing is. The tone and the culture in an organisation will influence everything.

Monica Parker:

I believe very strongly that, that culture trumps all. And one of the first things that I'll ask businesses when I start to work with them is: Well what is your culture? Describe it to me. You'd be amazed at their inability to do that, they kind of struggle with that. And I think well, if you don't know what your corporate culture is yet, then you're certainly gonna struggle to change it. Businesses sometimes know what they want and don't always appreciate how to get there. Sometimes they think they have in their mind what that creativity looks like, and maybe it looks like a Google or maybe it looks like a Microsoft, and really that's not what's aligned with their culture. And it may also not be what's going to give them that organisational outcome.

David Coplin:

Culture is the single most important attribute for an organisation to get creativity, innovation right. You can have all of the technology in the world and it's not gonna change, it's not gonna change the outcome for your organisation. And I get that's bizarre for someone from Microsoft to be saying that. But if you don't change the culture, if you don't change the way people think about how they work, you get the same outcome.

Samantha Jones:

The thing that I can bring to an organisation, as the Chief Executive is the tone and the culture associated with it. Now the culture doesn't start and finish with me in any way, shape or form. There are four and a half thousand staff of which the culture is created by them. We set the tone. Culture will stand in the way of innovation and creativity if we don't get it right. Culture doesn't change overnight, it takes years, and we have to understand why it is so important. So everything that we do, how we do it, what we say and how we say it will change the culture. The right culture from an NHS perspective makes the biggest difference to the hands-on delivery of patient care.