Download: Complimentary Copy of NACD's New Culture Report

The National Association of Corporate Directors (NACD) has published a report titled "**Culture as a Corporate Asset: Translate Values into Value**," the topic of this year's NACD Blue Ribbon Commission Report.

Just released at the 2017 NACD Global Board Leaders' Summit, the report provides directors with the following information:

- A definition and key characteristics of organizational culture
- Priorities for action for the entire board and committees
- 10 strategic recommendations for overseeing culture

Organizations with strong, positive cultures have been shown to outperform their peers in customer satisfaction, quality, productivity, and profitability, the NACD says on its website. The absence of a healthy culture can create or increase many types of risks.

Yet, in a recent NACD survey, less than half of directors reported that their boards assess alignment between their company's purpose, values, and strategy. And only 50 percent say they understand the "buzz at the bottom" – how culture actually translates into norms and behavior among rank-and-file employees.

Download the complimentary report.