

Frequently Asked Questions

The power of culture global peer group study

1. What is the study about?

The power of culture' study explores links between three critical areas within investment organisations to help sharpen their competitive edge: (i) culture and leadership, (ii) vision and strategy and (iii) diversity and inclusion. It also introduces opportunities for leadership across the dimensions of empowerment, inspiration and purpose.

2. Why is it being run?

Thinking Ahead Institute research shows us that investment organisations with better culture can achieve significantly better results and create much higher value for all stakeholders, including the end saver, which is a central mission for the Institute. It is also aimed at engendering more wide-spread positive cultural change in the industry and wider society as well as developing the world's first investment industry culture peer group benchmark.

3. Who can participate?

Asset owners and asset managers who wish to:

- Understand, measure and shape their own cultures and be empowered to innovate around leadership, diversity and inclusion
- Share in the power of culture to support greater purpose and better outcomes for their employees and clients

4. What does it cost?

The Thinking Ahead Institute is a not-for-profit research and innovation member group and we are requesting study sponsorship for non-members of *US\$20,000* (to cover our costs): invoicing *US\$10,000* on sign up and *US\$10,000* on publication of the white paper.

5. What do sponsors get?

- An independently administered and confidential survey of a representative sample of leadership, using the Institute's proprietary questionnaire
- A customised culture *dashboard* report that shows investment organisations how they see their culture; it's strengths and weakness; and how it synchronises with vision and strategy
- Optional follow-up conversations between the organisation's senior leadership and the Institute to, among other things, explore its current cultural state and aspirations and contextualising it within the peer group
- Inclusion in the white paper write-up of the peer group study alongside other leading investment organisations. It will include feedback data, analysis and a narrative on the state of culture in the investment industry, including its influences, opportunities and challenges
- Participation in global investment culture symposium, scheduled for April 2020, alongside ambassadors from other sponsoring organisations, to develop further industry-wide insights. The symposium will serve to launch a new investment industry culture peer group benchmark
- Distribution rights to the white paper, as a key study sponsor.

6. How long does it run for?

The study will run from October 2019 to around April 2020.