

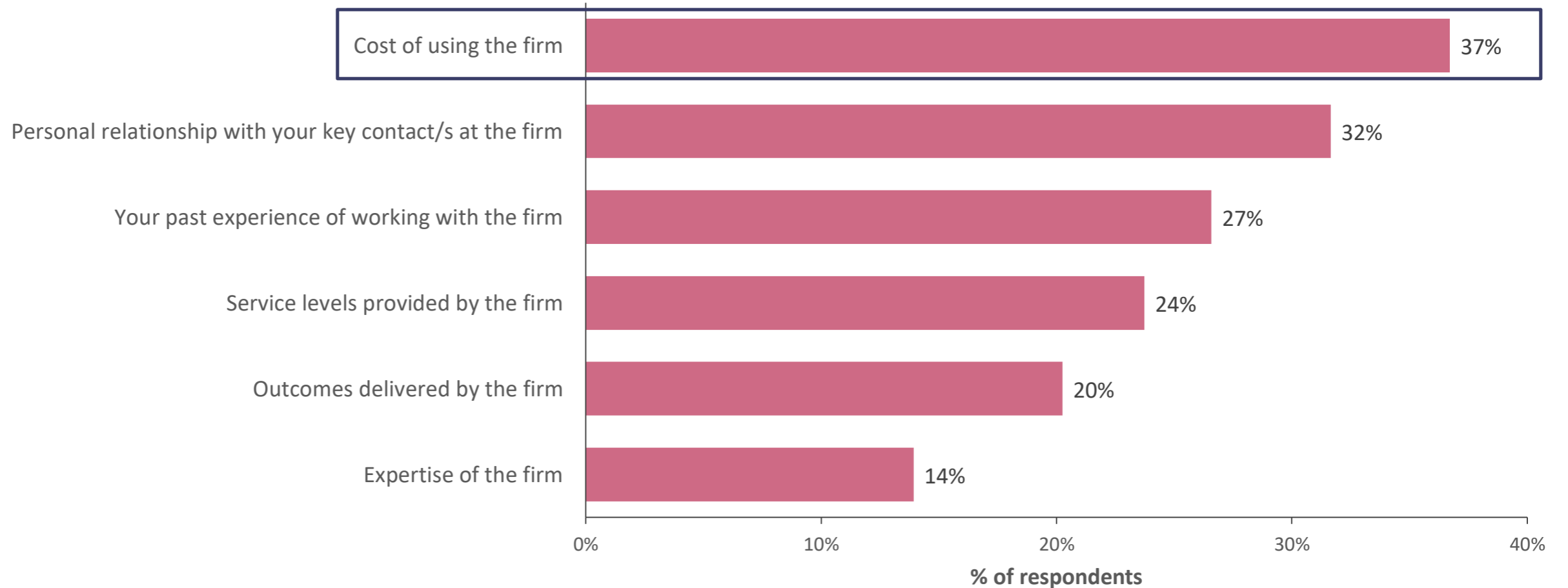
Season 1, Episode 2

# A FIRM'S CULTURE AND ITS CX ARE TWO SIDES OF THE SAME COIN

Presented by **beaton**

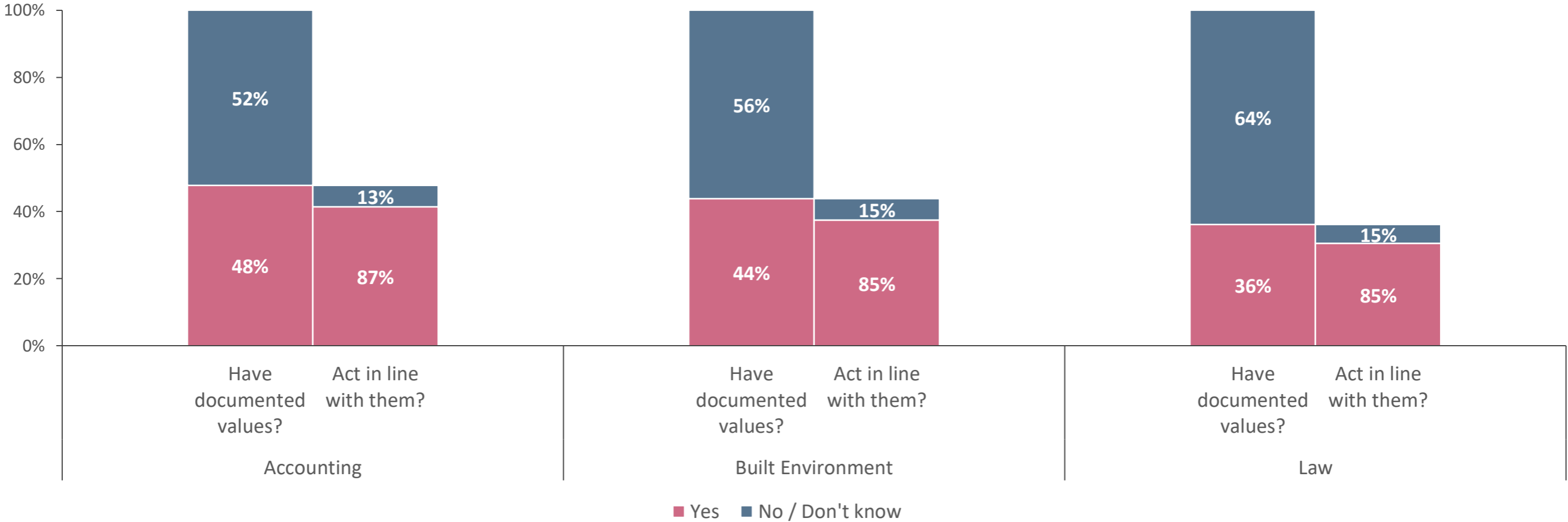
# For some clients, a firm's culture differentiates it more than the cost or the expertise of the service

Culture of the firm is more important than...



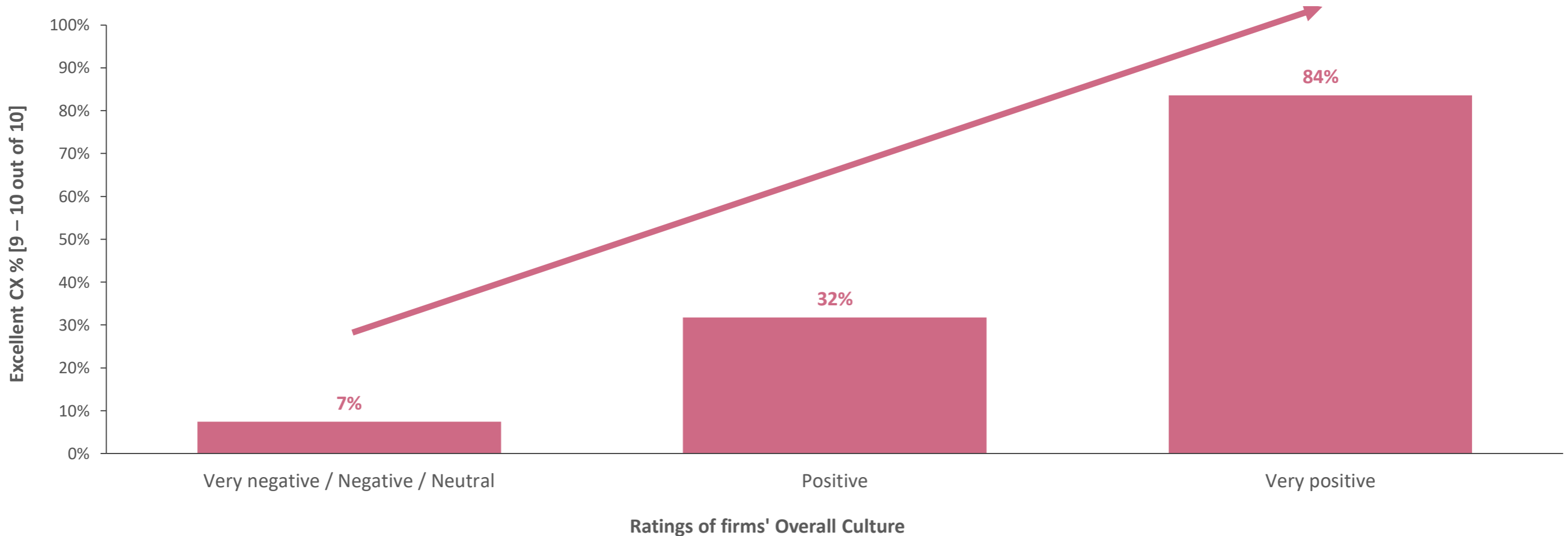
Source: *beatoncompass Culture in Professional Services report*

# Communicate your firm's values and live up to them



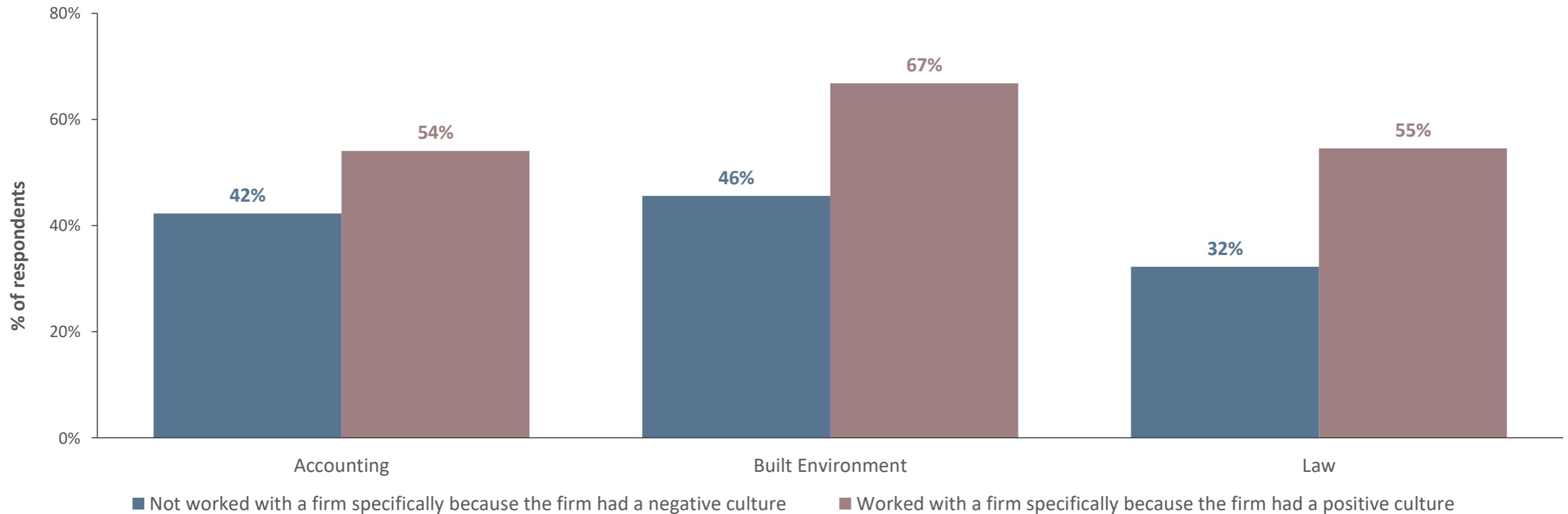
Source: *beatoncompass Culture in Professional Services report*

# Fostering a very positive culture correlates strongly with CX, benefitting clients and advantaging the firm



Source: *beatoncompass Culture in Professional Services report*

# The windows of your firm have no curtains!



Source: *beatoncompass Culture in Professional Services report*

# Three take-outs

1

Communicate and  
then live up to your  
values

2

Culture drives CX and  
CX drives culture.  
Invest in both

3

What goes on inside  
your business is both  
apparent and  
important to your  
clients

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# Turbulence in professional services will intensify: How to win in a rapidly changing world

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