

Putting a Value on Values in Business

Measuring the Intangible

Kuala Lumpur, Malaysia, 10 October 2016 – Corporate Culture Consultancy, 95% recently joined the ranks of over 5,000 Certified Consultants of the UK-based Barrett Values Centre's Culture Transformation Tools (CTT). Mapping the values of over 2,000 private and public sector institutions over the past ten years in more than 60 countries, Barrett Values Centre is the leading voice behind the importance of values in a successful organisation.

“Being one of the best companies to work for is no longer a feel good aspiration in this highly competitive business landscape, it is an absolute necessity. Vibrant cultures create internal cohesion, attract talented people, and inspire employees to go the extra mile. If there is one thing that companies need to focus on, it would be to manage your company culture by reducing cultural entropy. When cultural entropy decreases, employee engagement increases and the result is high performance,” said Janet Lee, Founder and CEO of 95%.

Cultural entropy in an organisation refers to unproductive resources, or disengaged employees. Now with access to CTT, Malaysian companies will be able to tangibly measure the effects of cultural entropy on the productivity and profitability of your organisation. CTT also shines light on blind spots and highlights key focus area of change that will yield the biggest impact to your bottom-line.

Companies that consistently focus on building strong values-driven cultures over a period of several decades outperformed companies that did not by a factor of six, and outperformed the general stock market by a factor of fifteen.¹ Leading the charge to transform Malaysian companies by focusing on building vibrant, innovative and resilient company cultures are Founder and CEO Janet Lee, Director and branding guru Peter Gan, and Experiential Expert Shaikh Shahnaz Karim.

Each 95% consultant brings their insights and years of experience in advertising, branding and transformational training into the business of transforming company cultures. The team works with award winning global and local companies by using tried and tested frameworks to custom design programmes to implement a desired culture. With more than 15 years of experience in experiential training and coaching, 95%'s expertise is in winning people's hearts and minds to activate internal motivation and drive.

In addition to culture transformation programmes, 95% also designs and delivers performance booster programmes to ignite passion, develop resilience and leadership skills through signature programmes such as The Power of Me.

To find out more about 95% or to arrange for a consultation, do visit <http://95percent.co/> for more details. You can also check out <http://95percent.co/blog/> for more interesting articles and stay updated by following us on [Facebook](#) and [Twitter](#)!

About Ninety Five Percent Sdn. Bhd.

Turning workplaces into joyplaces; that is 95%'s powerful vision for companies. As a coaching and consultancy company in the area of culture transformation, 95%'s key strength is our ability to solve management's biggest challenges in building a high performance culture. We are experts at understanding why people don't perform and have consistently achieved breakthroughs in changing people's mindsets and attitudes as well as helping

¹ James C. Collins and Jerry I. Porras, Built to Last: Successful Habits of Visionary Companies, New York: Harper Collins, 1994.

companies enhance their working environment. In our 15 years of experience in experiential training and coaching, we have worked with more than 130 companies including Multinational Corporations, Government Owned Companies and Small & Medium Enterprises.

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