



CROPFIELD CONSULTING

M&A, CORPORATE FINANCE & PERFORMANCE IMPROVEMENT



WHAT IS THE RIGHT CORPORATE CULTURE TO MAXIMIZE VALUE CREATION IN AGRIBUSINESS & FOOD ?



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THE IMPORTANCE OF CORPORATE CULTURE TO CREATE VALUE (1/2)

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--> With this last post of 2022 I want to mention a topic that I believe will be key in 2023: the importance of Corporate Culture for companies' success, particularly in [#agribusiness](#) & [#Food](#)

--> As the great Peter Drucker used to say: 'Culture eats strategy for breakfast', meaning that the best strategy is useless if a company has not the right culture to execute it.

--> Culture is what makes the difference between the best and the other companies,
-- what allows to attract, keep and grow the right talent,
-- to attract capital, to use efficiently the companies' resources,
-- to attract, maintain and grow customers.

--> Culture is so ingrained in the ways of doing that it often takes time for it to be fully defined and understood, let alone for changing it.

THE IMPORTANCE OF CORPORATE CULTURE TO CREATE VALUE (2/2)

There are several related questions, like:

- How you define exactly corporate culture and what are its key components ?
- How local countries' cultures influence corporate cultures ?
- How corporate culture evolves over time ?
- What kind of corporate cultures are the best for a company to be successful?
- How you measure corporate culture ?
- How you measure its impact on economic result ?
- How you change corporate culture, moving it from where it is to where you want it to be ?
- Is there a corporate culture that is more appropriate to make agribusiness & food companies successful?

At [Cropfield Consulting SAS](#) we believe companies cannot escape asking themselves these questions and give them answers so to be really successful.

Cropfield Consulting is keen to help Agribusiness & Food companies to build the right corporate culture to achieve their full potential.

Please write us your thoughts on this topic.

Happy 2023, the year to build the right corporate culture for the success of your company!