



Our Core Services

Improving Culture

We provide unrivalled 'Cultural Analytics' data for the benefit of clients who want to know 'how', and how well, they are running their service-led enterprises. This data, key findings and learnings are given to you in a practical action-based report, which can then be used to implement changes effectively and modifications to working practices and behaviours.

Improving PII Premiums

With your permission, we also present your cultural data to insurers and their underwriters who want to know more about 'how' their clients manage their business on a day-to-day basis. This then, in combination with traditional underwriting data, becomes the basis for establishing improved levels of PII premiums

So how does New Eden collect and produce Cultural Analytics for both clients and insurers?*

Based on over 30 years of research and working with service-led organisations in the UK, across Europe and in the United States, the New Eden team has developed and created a triune-based algorithm of the 3 key aspects of running and managing a successful service business.

This algorithm comprises 3 BIQs - Balance Insight Questionnaires[©] - at the outset which map an organisation's culture and inherent behaviour in the 'here and now', assessing at the same time the potential risks for mistakes, complaints or service delight in the future. Each questionnaire focuses on a critical area of business development and awareness. The questionnaires are light of touch and yet deep of impact and immediately reveal the culture of your business. Completion takes just 15 minutes per individual on our secure, Cultural Data Portal and are as follows:

1 Service Market Balance - your mission, aims, service marketing and sales approach

2 Compliance Personality Balance - your systems, procedures and processes (bureaucracy) in relation to your agility, flexibility and individual approach (enthusiasm) to meet client expectations

3 Personality Structure Balance - your team and individual characteristics that determine the leadership and service style throughout the organisation

In the first two questionnaires we establish the 'perception gap' between staff and management's view of the business. The closer the perception, the greater convergence of culture an organisation will display both internally to each other and externally, to clients. Alternately, the greater the perception gap, the greater the potential for internal tensions, mistakes and divergence of effort/energy and usually, dissatisfied clients.

The third questionnaire, using bio-structure analysis, enables us to map the predominant team and individual characteristics of both the leadership group and teams across the organisation.

Once the 3 BIQs are completed, we combine this rich data to produce a feedback session and report to the client which shows the depth of convergence and divergence within their culture.

At this point, a client may decide to work on the divergences first before allowing the results to be added to their PII proposal form data. Alternately, they may be happy with the level of convergence and be comfortable including a summary for insurers to consider them as a better-run, service-led organisation than many of their competitors and be eligible for preferential rates and even the ultimate reward of a primary premium refund further down the line.

* For 2021 New Eden is providing this service FREE to all interested Solicitor Organisations Ts&Cs apply.