BUYER BRIEF

Cultural Due Diligence

Integration failures are almost never strategic. They are two incentive systems that reward opposite behavior colliding on day one. Run the audit on both sides of a deal before close.

Where the audit is used

— Cultural due diligence in M&A — both sides, before close.

— Pre-integration baseline and re-audit at 90 and 365 days.

— New CEO or executive onboarding — inherit the real map.

— Comp and performance redesign — measure what the current plan produces.

— Turnaround and crisis mode — find what manufactures the urgency.

— Investor and board reporting — a comparable score across a portfolio.

What you receive

— Scored cultural profile with importance-weighted items.

— Word-bank signature, comparable across entities and over time.

— Verbatim themes from the open-ended prompts.

— Named perverse incentive loops with the mechanism behind each.

— A prioritized incentive redesign with owners and a re-audit cadence.

Engaging

Annual retainers and two-week diagnostic sprints are available. Start at theincentiveslab.com/work-with-us or request the audit directly at theincentiveslab.com/cultural-performance-audit.