

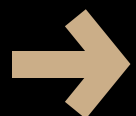


UNDERSTAND CULTURE.
ALIGN STRATEGY.
EMPOWER PEOPLE.

2025 PRODUCT GUIDE

July 2025

Director - Chris Pritchard
MSc GMBPsS



Taking on life's
challenges,
one
opportunity
at a time



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Executive Summary



Chris Pritchard MSc GMBPsS
Director - Vox Animae Ltd

Over 19 years as a military firefighter and commissioned officer in the Royal Air Force has taught me many things. I have had the honour of working with some truly inspirational people, and some not so much - although experience of each has had equal benefit. The military environment provides a number of dimensions in which leadership is applied. Whether it is the day-to-day office based environment, responding to emergencies or spending months at a time in hostile environments - each requires a very different mindset from your people, but how can we ensure the right mindset? How can an organisation ensure its people make the right decisions under these very different conditions, in times of stress? Vox Animae Ltd is dedicated to finding the answer.

At the heart of every thriving organisation lies one essential truth: relationships matter. Just as in our personal lives, workplace relationships rely on regular, positive exchanges. When we give our time, energy, and effort, we expect a sense of balance — to feel seen, valued, and part of something worthwhile. When this balance tips, people often retreat into self-preservation. This may show up as “quiet quitting” — where individuals meet minimum expectations but withdraw discretionary effort. Left unaddressed, this can escalate to “loud quitting,” where employees actively seek employment opportunities elsewhere. Both outcomes come at a cost. Beyond lost talent, organisations bear the hidden burden of recruitment, onboarding, and lost institutional knowledge. That’s why creating a culture of mutual investment — where recognition, purpose, and trust are consistently nurtured in exchange for dedication to the organisational cause — isn’t just good leadership; it’s a strategic imperative.

We believe that workplace culture is like a high-performance Formula 1 engine. Every part of that engine, systems, and processes, has a unique function, with critical points where they interact. These contact points are where teamwork happens, where trust is built, and where performance comes to life. No matter how well-engineered the components, if the oil that runs between them—the culture—has the wrong viscosity, or if the temperature rises unchecked under race conditions, friction builds. Over time, even the finest machine will seize or fail when it matters most.

Vox Animae Ltd is here as your dedicated workplace pit-stop team.

Why is organisational culture important to me?

The Hidden Cost of a Toxic Culture

Poor organisational culture is more than a morale issue — it's a business risk. According to a 2022 report by MIT Sloan, toxic workplace culture is over 10 times more predictive of employee attrition than compensation. Gallup estimates that disengaged employees cost the global economy over \$8.8 trillion in lost productivity each year. Turnover, absenteeism, presenteeism, and reputational damage all stem from unresolved cultural issues. When people stop contributing beyond the bare minimum or walk away altogether, organisations pay the price — not just financially, but in lost knowledge, innovation, and trust. Prioritising a healthy culture isn't optional. It's a competitive advantage.

Disengaged employees **cost organisations 18% of their annual salary** in lost productivity (Gallup, 2023).

75% of employees who voluntarily leave their jobs do so because of their manager or organisational culture, not the role itself (Gallup, 2022).



Toxic culture is **10.4 times more likely to drive attrition than low pay**, making it the leading predictor of employee turnover (MIT Sloan Management Review, 2022).

Companies with poor workplace culture experience **30–50% higher turnover rates**, increasing recruitment and training costs significantly (SHRM, 2022).

Case Study

Google's landmark study, Project Aristotle, set out to discover what makes teams successful. After analysing hundreds of teams, the key finding wasn't about who was on the team, but how the team worked together.

Psychological safety was the #1 predictor of team success at Google — more important than team composition, individual IQ, or seniority.

Project Aristotle Teams with high psychological safety;



Were more than 4 times more likely to retain top talent



Had better performance outcomes, especially in cross-functional or high-stakes teams



Had better performance outcomes, especially in cross-functional or high-stakes teams



Were 2.7 times more likely to be rated as effective by team leads

What we offer

Unlock the full potential of your workplace wellbeing strategy with our downloadable facilitator guides. Designed for ease and impact, each guide helps you confidently run our tools in-house — with clear, step-by-step instructions and access to online support.

These tools go beyond surface-level insights: they reveal hidden risks that need attention and highlight the strengths you can build on. Use all three together to form a comprehensive, high-impact toolkit that addresses every angle of mental health and psychological safety.



SAFE TO SPEAK

Your people are talking. Are you listening?

Based on academic research, this psychological safety diagnostic tool looks to find out where your organisation sits in terms of the 4 levels of psychological safety. Understanding where potential issues lie allows leaders to accurately apply initiatives to the areas that need it. Measuring across the individual, leadership and organisation we can focus on the areas that may need strengthening or capitalise on the things that are going well. These results can be put through statistical modelling tools to measure the effects between variables as required.



INDIVIDUAL CHECK IN

Insights that strengthen from the inside out

A structured, evidence-based approach to supporting mental wellbeing in the workplace. This tool includes a full facilitator guide for measuring an individual's current mental health, step-by-step support for setting up the survey, and clear guidance on interpreting results — including what to do if concerns arise. Designed to promote early intervention and foster a culture of care, reflection, and resilience, all in line with HSE employers guide on welfare in the workplace.



WORKPLACE RISK ASSESSMENTS

See Risk Clearly. Protect Minds Proactively

This workplace mental health risk assessment toolkit has been designed to help organisations identify, assess, and manage psychosocial hazards that may affect employee wellbeing. It aligns with the HSE Management Standards and complements existing risk management processes, ensuring that mental health is fully integrated into workplace safety considerations. encouraging a structured and proactive approach to safeguarding mental health at work

Prefer hands-on support? Our expert team can deliver the tools for you — while also helping you develop targeted solutions and track long-term progress

The Vox Development Pathway

The ***Vox Development Pathway*** is our flagship product that combines quantitative and qualitative information to create bespoke initiatives and performance monitoring guidance.

Consisting of 3 parts, it is designed to be as streamlined as possible to avoid taking up your valuable time, delivered by our professional and knowledgeable facilitators.



Part 1 - Quantitative data capture - We will work with you to design and deliver the Safe to Speak diagnostic tool, focusing on the individual, leader and organisation context with discretion and confidentiality to determine the areas of focus.



Part 2 - Qualitative data capture - The Vox Workshop provides an information on individual perception, leadership relationships and organisational support with targeted questions to provide further information on points found in part 1.



Part 3 - Initiative and Performance Monitoring - Now we can discuss what has been found and recommend academically researched initiatives to mitigate or capitalise on findings as well as methods to monitor and measure their effectiveness - with a 6-month follow up.

The Vox Workshop



Part 1 will no doubt raise questions. What exactly is causing areas to be scored particularly low, or high? The facilitated workshop weaves specific questions into the format to get the qualitative measure of organisational culture and looks at the following.

Chapter 1 – Individual perception

From witchdoctors and exorcism to tricks of the mind, we look at what goes on behind the scenes of the unconscious and how it affects our decision making and mental health. Designed with HSE employer obligations in mind, we provide information on mental health such as warning signs and sources of support.

Chapter 2 – Leaders and Team Members

Motivation is key to success, but how is it gained? Can we maintain it? What are the key ingredients to ensure intrinsic motivation? Chapter 2 answers these questions in practical terms as well as highlighting the importance of effective relationships that extend beyond the exchange for our time for money.

Chapter 3 – Organisational Support

Organisational support is the key to aligning the individual and its leaders. How do we align a multi-cultural, dispersed workforce? Does remote working affect psychological safety, or does it depend on the team? We shine a light on these questions and more.



Ritual or western medicine? We explore what truly lies behind poor mental health — and how we respond to it, both in our personal lives and at work



Initiative and Performance Indicator Development

We now have the area of focus and context from the workforce. Now its time to figure out what needs to be done. Remember, it is just as important to see what is working as well as what needs to be strengthened...



This is where the work starts...



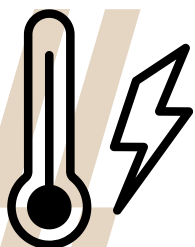
Understanding the results.

It can be a complicated task, trying to unravel the complexities of human interactions and there may be things highlighted that are unexpected. Vox Animae is here to ensure the highest levels of confidentiality throughout the process and guide leaders through potential initiatives that could be put in place.



Initiative design

Using academic research and professional reports, our team will design and provide bespoke initiatives for your organisation, minimising disruption to your people. Step by step guides will advise on how to implement and encourage people to participate.



Performance Indicators (PIs)

Organisational culture can be difficult to define, let alone measure. We look to see what is important to your organisation and work with you to define the relevant PIs and ways to measure them to ensure the initiatives are effective and doing what we expect.

Vox Strategy

Continuing our work...

We are extremely proud of our products and we will be working to update and refine them to ensure the most accurate tools for your organisation.



Development of the **VOX Organisational Culture Assessment** helps organisations explore, measure, and align their workplace culture through a practical, research-backed approach. Built on the respected Competing Values Framework (Cameron & Quinn, 1999), the tool goes beyond surface-level values to uncover how culture is actually experienced across your organisation — and where it may need attention.

Something else..?

Tailor made for your organisation

Is there something we can design for you? Get in touch and Vox Animae will create a bespoke measurement tool, tailored to your needs. Our team will provide testing and demonstrations to ensure its accuracy as well as facilitator guides.



Peace of mind

1-2-1 Support

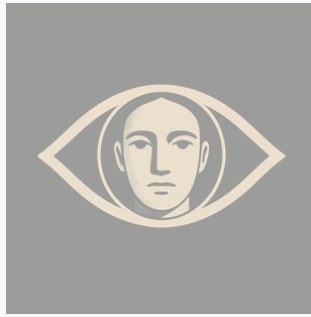
Artificial Intelligence is a modern and useful tool, but we believe that human problems require a human mind. Our online support line ensures that someone is on hand to provide support and guidance throughout the process.

Periodic Tests

Culture takes time to take effect; however, the Vox Development Pathway includes a 6 month follow up and retest of the Safe to Speak tool to ensure the solutions are working. Additional follow-up sessions are available if required.

Confidentiality is Paramount

No results are stored and surveys are anonymous and deleted once the data is collected. While the reports will be filed for reference, these will only be available to the originating organisation lead and Vox Animae. For further details, please see our terms and conditions .






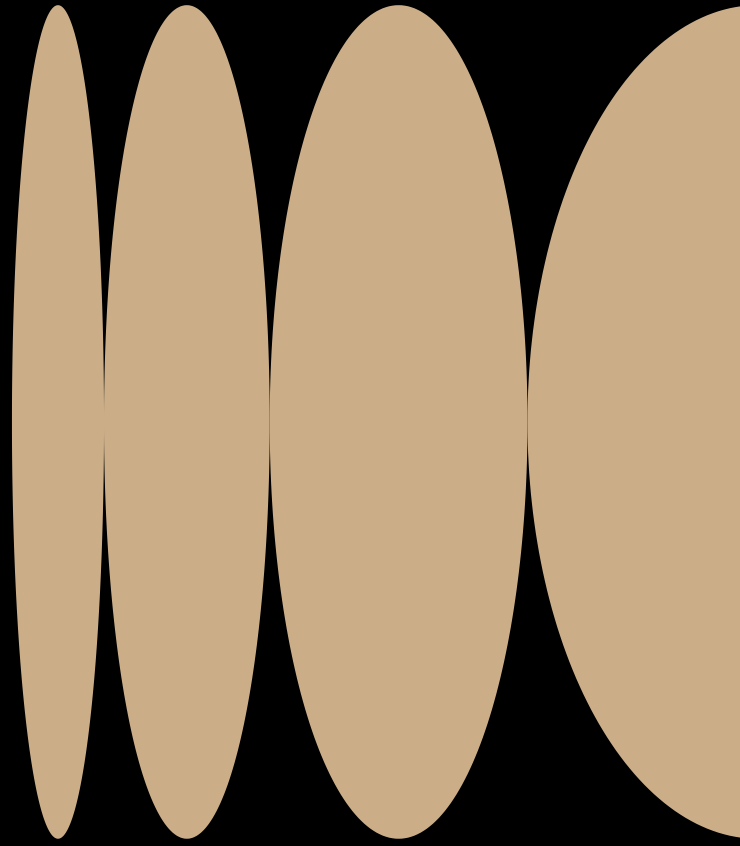
Thank you!

Thank you for taking the time to read our product guide.

Ready to take the first step towards cultural clarity? Book in for a free consultation today.



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