

SUMMARY

Cisco Proves that Civility in the Workplace Matters

THE CHALLENGE

In the 2010s, Cisco partnered with two Georgetown University researchers, authors of *The Cost of Bad Behavior: How Incivility is Damaging Your Business and What to Do About It*, to assess the financial impact of workplace incivility within the company. Their analysis estimated that incivility was conservatively costing the organization approximately \$12 million per day.

THE SOLUTION

Cisco responded by launching a Global Workplace Civility Program to strengthen a culture of respect across its worldwide offices. In 2015, the incoming CEO and Chairman reinforced this commitment by prioritizing employee well-being and advancing an inclusive future for all. By 2019, the company formalized these efforts through its “Conscious Culture” program, which calls on all employees to actively contribute to an inclusive, collaborative, and respectful workplace.

The Conscious Culture framework is built on three dimensions: environment, characteristics, and experience. Within this framework, Cisco embedded guiding principles of work, including striving for excellence, taking accountability, setting aside ego, embracing differences, demonstrating care and consideration for colleagues, and innovating boldly with the confidence that aiming high is integral to the company’s culture.

THE RESULTS

While Cisco continually evolves how it implements its commitment to Conscious Culture, the company has achieved key successes to date, including:

- Since 2020, consistently ranked in top 5 of Fortune’s *100 Best Companies to Work For* and *World’s Best Workplaces*.
- In 2025, 96% of employees said Cisco is a great place to work, compared to 57% of employees at a typical U.S.-based company.

- Attributed \$36M in savings in FY2023 to improved civility.

CASE STUDY SOURCE

[Cisco's Conscious Culture](#)

ADDITIONAL INFORMATION

[Great Place to Work: Cisco](#)