



Assessing Your Culture to Find What's Working & What's Not!



Grow | Improve | Innovate | Empower | Learn | Recover | Network

COMPANY CULTURE *MATTERS*

A man in a dark blue suit and tie is holding up a sign with the text 'COMPANY CULTURE MATTERS'. The sign is white with the words 'COMPANY' and 'CULTURE' in large, bold, dark blue capital letters, and 'MATTERS' in a smaller, red, italicized font. The man is smiling and looking towards the camera. The background is a plain, light color.

A [Columbia University study](#) shows that the likelihood of job turnover at an organization with high company culture is a mere 13.9 percent, whereas the probability of job turnover in low company cultures is 48.4 percent.

STUDIES SHOW THAT :

Happiness MAKES PEOPLE
12% MORE PRODUCTIVE

UNHAPPY WORKERS
ARE **10% LESS PRODUCTIVE**



In fact, unhappy employees cost American business over [\\$300 billion](#) each year. So, it literally pays to make sure your employees are happy.

Engagement Matters



Low-level engagement within companies results in a **33% decrease in operating income** and an **11% decrease in earnings growth**, whereas companies with high-level engagement have a **19% increase in operating income** and a **28% increase in earnings growth**.

Review Your Mission, Vision, & Values



What do you want your Culture to be?



You Won't
Know for
Sure if You
Don't ASK



ask



listen



act

Sample Survey/Interview Questions

- Please rate the following items on a scale of 1 – 5 (one being the lowest (poor) and 5 being the highest (excellent))
 - Company morale
 - Personal job satisfaction
 - Benefits
 - Pay
 - Direction the company is heading in
 - Customer service
 - Job training
 - Supervisor direction
 - Shop facilities/environment
 - Equipment
- - How likely are you to recommend working here to family and friends?
Scale of 1 -10 (one being the lowest and 10 being the highest)
 - How do you know when you have done a good job?
 - How do you know if there is a problem with your work?
 - Do you feel safe in the workplace? Yes or No
 - Do you understand the goals and direction of the company? Yes or No
 - What 3 words would you use to describe the culture at ABC Company?
 - What are ABC Company's greatest strengths?
 - What one thing would you change to improve the company's success?

Observe Behaviors

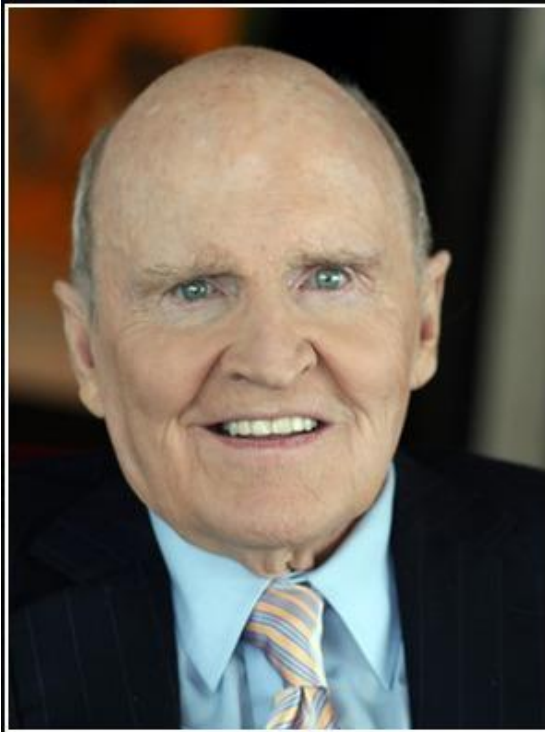


Talk to and LISTEN to Your Team



Things to Remember During Your Assessment

- Keep an open mind
- Patterns will appear quickly
- Compile the data you gathered
- Share what you learned with the team
- You likely won't like or agree with some of the information
- You need to accept it
- You can't change what you're not aware of
- People will be skeptical of the assessment let alone when you start to make changes
- This will help you in the long run – but it won't happen overnight!!



No company, small or large, can win over the long run without energized employees who believe in the mission and understand how to achieve it.

— *Jack Welch* —

AZ QUOTES



“Corporate culture matters. How management chooses to treat it’s people impacts everything – for better or for worse”

~ Simon Sinek



QUESTIONS

Contact Info

Lisa Pustelak

Employee Development
Specialist/Strategic Business Advisor

lpustelak@nwirc.org

814-683-1034