



QUICK CHECKS

Given our deep experience with culture measurement and our Culture Research Center, let us help you set-up and run your next culture pulse survey.

There are good reasons to conduct a quick check on culture. As Peter Drucker said, "What gets measured, improves." A short, 7-15 statement survey is sufficient to keep attention on culture priorities, recognize progress and help determine what needs attention, where.

Use a Culture Pulse when you want to:

- **Help people own culture development** – provide them with data for action
- **Measure progress** – provide evidence of whether culture work is having an impact
- **Understand the employee experience** – create a means to listen to everyone so you can understand how culture is evolving
- **Probe the impact of changes** – be proactive about measuring the positive or unanticipated impacts of change on mission-critical aspects of culture (for example, collaboration)

BEST PRACTICE APPROACH

Let us help you incorporate best practices into your next culture pulse. Here are a few we think are most important.

- Focus on 1-2 culture priority areas only
- Make it relevant and purposeful
- Use tested, research-based survey statements or make sure new ones are well constructed
- Fine-tune to 7-15 statements and 1-2 open-ended questions
- Use a survey engine that helps the user complete the survey quickly and easily
- Sequence carefully, about 6 months after a survey or change
- Provide reports widely so that groups can see their progress and hear the voice of employees
- Make it confidential. Help people feel safe by using a third-party survey operator
- Make it private. Comply with EU and other jurisdiction privacy requirements
- Make it secure. Use practices and systems to minimize data breaches

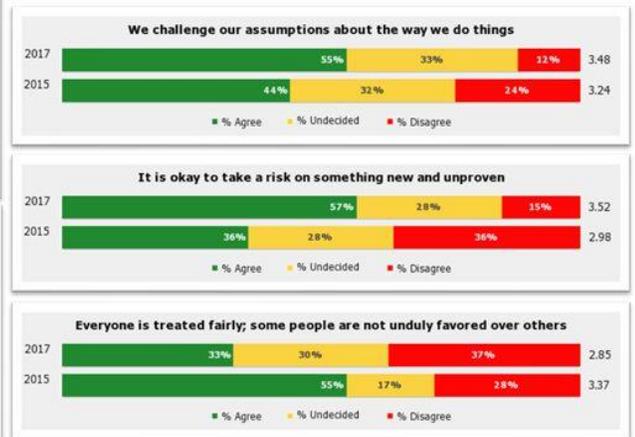
REPORTS

Our reports provide quick to understand summaries and data displays. They include a summary participation report as seen on upper right, plus top and bottom five statements and scorecard data displays.

In the sample at right, 15 statements were repeated from the 2015 culture survey and 2 new statements were used to test a culture priority area.



Sample Culture Pulse Report Images



You can provide your own statements to us or we can design a custom pulse. We have two approaches to reports: **You Do It** and **We Help**.

You Do It Reports for you to work with:

- PPT report format
- Participation report
- Top and Bottom 5 Statements
- Scorecard data displays
- Open-ended responses sorted by Group (or other demographic)
- Reports generated for any group or demographic with greater than 8 respondees

We Help Design Options

- Review of your statements with feedback
- Design of your culture pulse

A Report Walkthrough: If you wish a roll-up report for the enterprise, a culture expert will walk you through the overall results. 1 hour

Translation Statements based on the **CULTURE-STRATEGY FIT®** culture model are available in most languages. Other statements and/or languages will be translated at client expense (including custom screens and e-mail messages).

HOW IT WORKS

Our **Culture Resource Center** provides a quality survey experience. By pre-loading e-mail addresses and demographic data, the organization can be assured that all participants will be allocated to the right group. For users, the quick launch of the survey from a third-party mitigates concerns about **confidentiality** and provides **convenient, mobile access**. For data security, we employ **industry-leading privacy** and **security** measures. This approach results in **better participation rates, increased candor and data accuracy, plus greater satisfaction** with the survey process. Two tools help with organizing for the survey. We can white label surveys for consulting firms that wish to use their own logo. The typical process is below. Allow 5-7 days for set-up.

Identify Your Needs

- You provide the survey statements you want or we will work with you to develop a set of statements
- You identify the desired survey languages, hierarchy of reports and schedule
- You summarize this on the **Culture Survey Intake Tool** and send it to the Culture Resource Center
- We confirm the schedule for your survey and commit to your report delivery date(s)
- We provide the **Getting Organized Tool** for survey set-up. This provides information on firewall whitelisting, testing, status reporting and requirements for the employee data upload file.

Set-up and Run Survey

- You provide the employee data upload file and send it to the Culture Resource Center
- You provide IT with whitelisting information so the survey will not be blocked
- You complete a technology (firewall) and content test of the survey before launch
- You send employees a communication about the purpose of the survey with start and end date
- Our secure survey engine sends participants an email invitation containing their personal link
- Participation status reports are most often sent twice a week

Receive Reports

- You receive your reports within 4 business days, or as agreed (reports requiring translation of open-ended question answers can take up to an additional 10 business days).

SURVEY OPTIONS AND PRICING

You Do It: You provide us with a survey design of 7-25 statements.

	Fee
Survey Set-up	\$495
Per Report Fee Ask about volume discounts	\$125

We Help: If support is desired, we are here to help.

	Fee
Review your statements and provide feedback/design assistance	\$500
Design survey based on your culture priorities	\$1500-2500
Report Walkthrough 1 hour walkthrough of report with a culture expert.	\$750