

CULTURAL SELF-AWARENESS SURVEY

1. What would you say are the observable characteristics that make up your company's culture?
Comments:

2. What examples can you point to, that generate positive business results, which are decisively a result of the strong brand culture?
Comments:

3. Do you think your brand has a good balance of attaining profitability while protecting the culture?
Yes / No
Comments:

4. What do you think your employees would say are the characteristics that make up the culture?
Comments:

5. What do you think your customers would say are the characteristics that make up the culture?
Comments:

6. Does your personal definition of the company's culture match up to the definition from your employees and customers?
Yes/No
Comments:

7. When asked, how do random people look, feel and respond when your company's name is mentioned?
Comments:

8. How is your company's culture taught—video, wallet cards, posters, print manuals, storytelling, social media?
Comments:

9. Is the culture driven from top-down directives or by self-managed, cross-department collaboration?
Comments:

10. Does your company's executive team refer to the brand's culture in discussions and important decisions?
Yes/No
Comments:

11. Does your company's executive team live/embody the brand's culture?
Yes/No
Comments:

12. Are your company's results due to leadership "muscling" the business or the nurturing of a positive culture?
Comments:

13. Do communication forums exist where employees can freely provide feedback and discuss organizational issues with leadership?
Yes/No
Comments:

14. Do you and others in the company feel comfortable in challenging the status quo of things?
Yes/No
Comments:
15. When you reflect on the company's culture, do you immediately think of only 1-2 "keepers of the cultural flame" in the organization or are there too many people to recall that truly represent and defend the culture?
Comments:
16. When you sit for an extended period of time in employee work areas, are the conversations positive and healthy or are they negative and harmful?
Comments:
17. Is there a sense of urgency with your company's employees in everything they do for the customers—as if they cannot move fast enough?
Yes/No
Comments:
18. Are there reward mechanisms in place to recognize employees who provide unplanned positive experiences to your consumers?
Yes/No
Comments:
19. How do the employees interact with each other when there are no customers around?
Comments:
20. How is your company's employee turnover compared to prior year?
Comments:

21. How is your company's employee turnover compared to your industry's competitive set?

Comments:

22. When you sit for an extended period of time in customer areas, are the conversations positive and healthy or are they negative and harmful?

Comments:

23. Do employees have regular performance discussions with leadership so that they know the organizational mission and where they each stand at all times?

Yes/No

Comments:

24. Do your employees think of the company as having a purpose-driven mission, considered "bigger than the job"?

Yes/No

Comments:

25. Does the company follow through with its stated commitments—both internally (employees) and externally (customers)?

Yes/No

Comments:

