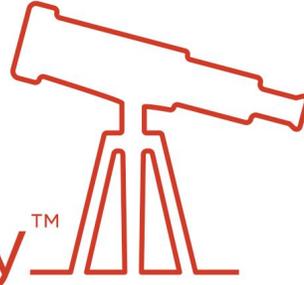


Thriving Workplace Culture Survey™



Frequently Asked Questions

The Thriving Workplace Culture Survey (TWCS) is a tool for the bold. Workplaces implementing the TWCS want to lead, disrupt, grow and be a positive force for all stakeholders. Thus all aspects of the TWCS are designed to provide data and insight for organizations committed to high level performance; to build the type of places people knock down the doors to get into, and then bring their best selves to work each day.

How is the TWCS different from engagement surveys?

- The TWCS fills a void in measuring workplace culture. No other tool currently exists that recognizes and includes the critical interconnectedness of organizational and employee wellbeing.
- The questions include items that influence employee engagement. However, engagement alone is only one small aspect of what contributes to high-performing organizations. In fact, engagement scores have not changed in over 30 years. The distinguishing factor for thriving organizations is their culture. Cultural norms profoundly impact the employee experience. The TWCS goes beyond just engagement to look at current cultural norms (and the degree current norms are aligned with desired norms) regarding areas that significantly impact the employee experience. It also measures satisfaction with six areas of wellbeing - which are also interrelated with engagement and organizational factors.
- The landscape of the workforce is changing. By 2025, the Millennial generation (people born in the early to mid-1980s through the early 2000s) will be the majority in organizations. In order to have a strategic advantage and be appropriately positioned for growth, it's important to pay special attention to how your cultural norms are perceived by this group of employees. Therefore, an additional analysis can be provided (for an additional fee) on Millennials.

How many questions are in the TWCS, and how long does it take to complete?

- The TWCS has 34 questions and takes 10-13 minutes to complete.

How are the questions validated?

- All of the questions in the TWCS are based on the latest research on employee engagement, organizational culture, organizational health, leadership effectiveness, individual wellbeing and motivation.
- The foundation for the design of the TWCS builds upon existing, validated assessments used to measure organizational culture, employee engagement and individual wellbeing. We followed best practices for quality survey design and tested all questions to ensure they are capturing reliable and meaningful measures.
- Over the past few years, the TWCS has been enhanced and refined based on feedback provided when we deployed and tested it in various organizations. Companies who have utilized the TWCS have found it to be a meaningful tool to capture the current state of their workplace culture and to provide them with a framework to guide their journey of building a culture where both organizational and employee wellbeing can thrive.

Are the results benchmarked against others in our industry?

We intentionally do not use industry benchmarks for two reasons:

1. Many of the industry benchmarks in other surveys use broad industry codes; we frequently hear companies complain about how their peers within their benchmark category are profoundly different, therefore not making the comparisons useful.
2. Every company's culture journey is unique. Therefore, it is more meaningful to compare your results against previous TWCS results to guide your culture journey than to compare yourself against another company that doesn't have your people and your culture.

What options are available for segmenting the data?

We can segment your data in whatever way is meaningful for using the results to shape and improve your workplace culture. For example, you might want to see the differences between locations or job categories; we will build in the appropriate demographic questions to allow for meaningful interpretation of your results.

How frequently do you recommend deploying the TWCS?

Because cultural norms take time to shift, we typically recommend deploying the TWCS at intervals of 18 to 24 months. That said, we do have some customers who deploy it every year; we do not recommend offering it more frequently than that, as you need time to take meaningful action on the results before reassessing.