



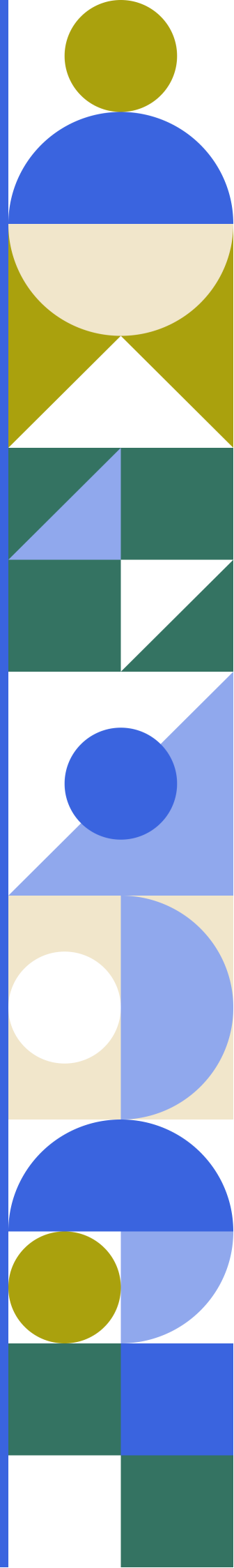
freeconsultancy.com

How can we measure the impact of our company culture?

Date: 21/02/2024

Curated by: Niki van Wijk

Reviewed by: Daan Noordeloos





What you are going to discover

1. [What is the impact of our company culture?](#)
2. [What you can do to measure the impact of our company culture?](#)
3. [Critical assumption & test](#)
4. [Implementation guide](#)
5. [Free downloadable PDF](#)
6. [Sources](#)

The value of measuring the impact of our company culture?

A company is seeking to understand and measure the impact of its organizational culture on its overall performance and employee satisfaction. Recognizing the value in this endeavor, the company stands to gain insights that can drive strategic improvements, enhance employee engagement, and foster a more inclusive and productive workplace environment.

What can you do to measure the impact of our company culture?

Based on a comprehensive review of the literature, the following are the evidence-based options that can be implemented to ..

Focus groups

- **Description:** Conduct discussions with employee groups to gain deeper insights into cultural experiences.
- **Implementation plan:** Facilitate sessions with diverse employee groups, discussing various aspects of culture.
- **Roles & responsibilities:** HR moderates, employees share experiences.
- **KPI's:** Themes identified, action items generated.

Employee engagement surveys

- **Description:** Utilize surveys to gauge employee perceptions of the company culture.
- **Implementation plan:** Develop and distribute anonymous surveys focusing on aspects of culture and engagement.
- **Roles & responsibilities:** HR to design and disseminate, managers to encourage participation.
- **KPI's:** Participation rates, satisfaction scores.

360-Degree Feedback

- **Description:** Gather feedback from a wide range of stakeholders within the company to get a holistic view of the cultural impact.
- **Implementation plan:** Implement a system for collecting and analyzing feedback from peers, subordinates, and supervisors.
- **Roles & responsibilities:** HR coordinates, employees participate, leadership reviews outcomes.



- **KPI's:** Quality of feedback, improvement actions taken.

Performance metrics correlation

- **Description:** Examine the relationship between cultural indicators and performance metrics.
- **Implementation plan:** Use statistical methods to correlate engagement scores with performance data.
- **Roles & responsibilities:** Data analysts conduct analyses, management reviews findings.
- **KPI's:** Correlation coefficients, performance improvements.

Employee Net Promoter Score (eNPS)

- **Description:** Measure employee loyalty and satisfaction as indicators of cultural health.
- **Implementation plan:** Regularly survey employees to calculate the eNPS.
- **Roles & responsibilities:** HR administers surveys, all employees participate.
- **KPI's:** eNPS score, trends over time.

Innovation and creativity metrics

- **Description:** Track metrics related to innovation and creativity as cultural outcomes.
- **Implementation plan:** Identify and measure indicators such as patents filed, new products developed.
- **Roles & responsibilities:** R&D and product teams report, leadership supports.
- **KPI's:** Number of innovations, market impact.

Customer satisfaction scores

- **Description:** Link customer satisfaction to internal culture, assuming a positive workplace leads to better customer experiences.
- **Implementation plan:** Analyze customer feedback in relation to employee engagement levels.
- **Roles & responsibilities:** Customer service and HR collaborate, leadership reviews.
- **KPI's:** Customer satisfaction rates, correlation to engagement scores.

Diversity and inclusion metrics

- **Description:** Assess the inclusivity of the culture through diversity metrics.
- **Implementation plan:** Track and report on representation, equity, and inclusion initiatives.
- **Roles & responsibilities:** Diversity officers coordinate, all employees contribute.
- **KPI's:** Representation across levels, inclusivity survey results.

Turnover rates analysis

- **Description:** Analyze turnover rates to identify trends related to cultural fit and satisfaction.
- **Implementation plan:** Review exit interview data and turnover statistics for patterns.
- **Roles & responsibilities:** HR to analyze, leadership to address root causes.
- **KPI's:** Turnover rates by department/team, reasons for leaving.

Culture audits



- **Description:** Conduct comprehensive reviews of company policies, practices, and behaviors to assess cultural alignment.
- **Implementation plan:** Use external consultants to ensure objectivity and benchmark against best practices.
- **Roles & responsibilities:** External consultants lead, management supports, employees provide input.
- **KPI's:** Audit scores, alignment with best practices.

Please note that the above options are crafted based on generalized situations, and the context and unique attributes of your organization should be considered for tailored solutions.

For more personalized and in depth solutions check out www.lowcostconsultancy.com

Critical assumption and test

Critical assumption: A positive, inclusive, and engaging company culture directly influences employee satisfaction, performance, and retention.

Test: Implement a pilot program focusing on targeted cultural improvements. Measure pre- and post-intervention performance, engagement, and turnover rates to validate the assumption.

Sources

- Schein, E. (2010). Organizational Culture and Leadership. Jossey-Bass.
- Denison, D. (1990). Corporate Culture and Organizational Effectiveness. Wiley.
- Gallup. (2020). State of the Global Workplace.
- Edmondson, A. (2019). The Fearless Organization: Creating Psychological Safety in the Workplace for Learning, Innovation, and Growth. Wiley.
- Bock, L. (2015). Work Rules! Insights from Inside Google That Will Transform How You Live and Lead. Grand Central Publishing.
- McKinsey & Company. (2020). Diversity Wins: How Inclusion Matters.
- Deloitte Insights. (2019). The Deloitte Global Human Capital Trends.
- Grant, A. (2013). Give and Take: A Revolutionary Approach to Success. Penguin Books.
- Bersin by Deloitte. (2017). High-Impact Talent Management research.