IP BEST PRACTICES

Ownership of the Outcome

A best practice shared by Niels Kooi.

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Ownership of the Outcome

What gets discussed, gets changed — let employees decide the agenda for their culture interview, shifting from extraction to invitation and creating ownership.

Key steps

Set up a structured survey where the most important culture topics are covered, as you normally would.

Look for results with one or more of the following: small or large variance, overall high or low score, and correlations that seem 'off'.

Create an overview of these topics, and invite people to choose what they would like to talk about.

Connect the dots of all inputs to make sense of what's happening, circulate among interviewees for feedback, before presenting it.

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