IP BEST PRACTICES

Culture Survey

A best practice shared by InspiringPeople.

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Culture Survey

A culture survey tracks, value by value, how well people's day-to-day behaviour matches the aspired culture.

Key steps

The aspired culture is the baseline for a culture survey — sometimes run as its own survey, sometimes folded into the employee engagement survey. In its simplest form, it asks people to rate how well colleagues' behaviour lines up with each corporate value.

Run a baseline survey per value and set targets, then communicate the findings openly and engage people directly in the action planning that follows.

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