

# Why Culture Surveys Matter



Culture is a strong part of employees' lives. It influences their views, their values, their humor, their hopes, their loyalties, and their worries and fears.

*Culture is a pivotal aspect in your team's decision to stay with your business or a willingness to look elsewhere.*

When you invest in assessing your company's culture, you're investing in your company's long-term success, laying the foundations for a thriving workplace that will engage employees and retain top talent while boosting productivity, performance, and ultimately, profits.

To gauge your culture's health, you must start with the right questions and ask them regularly. This approach clarifies how our team thinks and experiences (feels) about key aspects their daily life allows you to track success (or focus areas) over time.

## **Consider the impact of these employee perspectives and the health of your culture:**

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### **How readily would they refer someone to work at your company?**

The likelihood of an employee referring someone is a direct reflection of how satisfied that person is at their job. If they're unhappy with their job, you can bet they don't have much good to say to their friends about the company.

### **How well do they see a growth path and future?**

Employees who get the opportunity to continuously develop are twice as likely to spend their career with a company. Find out if your workers have a clear understanding of what lies ahead of them.



### **How does your team rate your work-life balance?**

Employees need to balance work and their personal life in order to remain productive and engaged. If employees are feeling lopsided, that's a red flag that signals burnout is right around the corner.

### **What makes them stay or go?**

Bad communication, lack of transparency, and feeling undervalued—can all be uncovered with this question. Responses will inform you if your employees feel like they're there to stay—or if there are underlying issues that are driving them to look elsewhere for work.

### **How much do they value company perks?**

Employee perks play an important role in determining overall job satisfaction levels. They also help in attracting new hires to the company. Keep up with your competitors by asking your employees if they're satisfied with the benefits they're receiving.

### **How much do they feel valued at work?**

Today's workplace places a priority on value and experience. Sadly, many companies underestimate how much this emotionally-based concept can impact your culture.

### **How do they assess leader effectiveness?**

This is where it's at for today's thriving companies. Your leaders will make or break your company's health. A variety of variables can impact employee views of its leadership.



### **Do they think your company is fun?**

Employees spend so many hours at work. Find out if your employees think your organization's culture is worth waking up for every day.

**Contract us today and discover your culture's strengths.**