



# Organizational Culture Survey

**Objective:** To assess how well people in the organization adhere to a cultural framework or set of values.

An organization's culture is defined by the behaviors exhibited by the employees. Organizational Culture Surveys help ensure that the organization's culture is consistent with its values, goals, and expectations.

## About the Model

Because not all organizational cultures are the same, the ExecuSurv Organizational Culture Survey includes 14 categories (shown to the right), of which 8 can be chosen to comprise a survey. The 14 categories are based on values that are prevalent in today's business world. Some of the underlying values are individual responsibility, the importance of growth and development, innovation, and democracy.

While it is difficult to measure *values*, it is certainly possible to measure specific behaviors and actions that indicate the presence of a given value. To that end, each of the categories is comprised of three to seven "scenarios" that exemplify that particular value. Respondents are asked to indicate how their co-workers would react to the given scenario, with options of strongly disagree or discourage it; disagree or discourage it; consider it not important; agree or encourage it; strongly agree or encourage it. For example, if the scenario is "If an employee in your company were to talk about enjoying their work, most other employees would..." the employee completes the sentence by indicating the extent to which their co-workers would agree/disagree or encourage/discourage that particular action or behavior.

## About the Author

ExecuQuest is a 30 year old leadership development consulting firm and the parent company to ExecuSurv. The principals of ExecuQuest are recognized as some of the leading minds in the field of Organizational Development. ExecuQuest has helped numerous companies improve the performance of their employees and develop their leaders, including TJX Companies, ING Financial Network, E & J Gallo Winery, Reed Elsevier, Christie's, and many more.

Jaime Jusidman, Founder and President of ExecuQuest and ExecuSurv, is an international consultant who has worked with hundreds of companies across a variety of industries, including retail, food service, technology, healthcare, finance and telecommunications. For over 30 years he has trained and coached over 10,000 managers, executives and top team members from many of the largest firms in the U.S., Central & South America, and Europe. He has extensive experience in team building, 360 feedback, executive coaching, leadership development and change management.

## Areas Measured

Candor/Openness  
Colleague/Associate Relations  
Communication  
Customer/Client Relations  
Diversity/Sensitivity  
Innovativeness/Creativity  
Internal Customer Service  
Leadership/Supervision  
Organizational/Personal Pride  
Performance/Excellence  
Profitability/Cost Effectiveness  
Safety Orientation  
Teamwork  
Training/Development

## Sample Items

### Candor/Openness

- If an employee in your company were to talk freely and openly about the organization and its problems, most other employees would...

### Communication

- If an employee in your company were to listen to others to understand their opinions, most other employees would...

### Diversity/Sensitivity

- If an employee in your company were to take a stand against perceived discriminatory practices toward a fellow employee, most other employees would...

## Language Options

English

*Instrument can be translated into other languages.*



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## The Value of Organizational Culture Surveys

According to the American Heritage Dictionary, culture is defined as the “the predominating attitudes and behavior that characterize the functioning of a group or organization.” Organizational culture refers to the underlying beliefs, values and assumptions held by members of an organization and the practices and behaviors that exemplify and reinforce them. The messages that come from an organization’s culture are closely linked to the organization’s strategy and management practices, and have a great impact on the people who work for the organization. At least, this should be the case. Individual employees who are out of sync with the organization’s values, goals, and expectations will clearly be less committed to the organization itself. On the other hand, if the organization’s values are outdated, they could be preventing the employees from moving the business forward. Thus, it is important for an organization to understand its culture and determine how its culture is affecting performance.

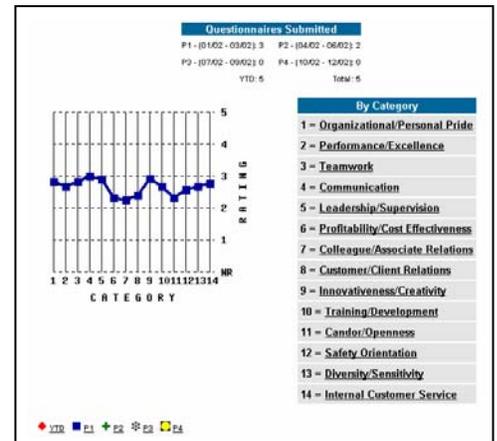
Some aspects of organizational culture, such as individual behavior and group norms, are very visible. Other aspects of culture are harder to observe, since they represent the invisible assumptions, values and core beliefs. In either case, the organizational culture survey measures specific behaviors and actions that, if observed, indicate the presence of the given value.

Why ask the employees? Because they are aware of the strengths and weaknesses of the company – in particular, the human aspect of the company. The organizational culture is clearly observable in the thoughts, feelings, and actions of their co-workers. They are the best source of information about what is “normal” behavior within the organization’s corporate culture.

In short, organizational culture surveys are an integral part of well-oiled organizations. Today’s business organization is more like a community - and that has serious consequences for companies, especially those striving to survive in an increasingly competitive business environment.

## About ExecuSurv

Founded in 1996, ExecuSurv traces its roots back to an established Organizational Development consulting firm. The principals of the firm recognized that the Internet could be leveraged as a channel of communication, greatly increasing the efficiency and effectiveness of data gathering. ExecuSurv began development of its survey platform in 1997, deployed its first survey in 1999, and is positioned today as one of the only companies of its kind that can deliver proven web-based survey applications in combination with the experience and expertise to help organizations manage the overall survey deployment process.



## The Technology

The technology that underlies our survey applications is web-native and 100% proprietary. It was designed with the singular intention of gathering data online. The system has a built-in set of user-friendly data analysis tools, which includes:

- Demographic segmentation
- Longitudinal comparison
- Average score by category (*shown above*)
- Average score by question or item
- Score distribution by question
- Demographic segment ratings against overall company norm.
- Responses to open-ended questions

The system resides on ExecuSurv’s secure server, hosted in one of Southern California’s most prominent co-location facilities. The data is stored on an SQL server. Our team fully administers the deployment of each survey, so no administrative or IT resources are required of the client.

## Additional Services

- ✓ Custom Deployments
- ✓ Data Analysis and Reports
- ✓ Paper Survey Processing