

THE **better** culture SURVEY



AN EMPLOYEE ENGAGEMENT SURVEY

OUR MISSION

**MAKING THE
WORLD A
BETTER PLACE
TO WORK.**





Check the Pulse of Your Organization

IT TAKES ONLY



15:00
Minutes

Early identification can prevent chronic disease, making regular checkups a key to personal health. This is also true for the cultural health of your organization. Knowing how your employees feel about their jobs, their colleagues, and their work environment helps you to fine-tune your organization's leadership strategies and decisions.

The BetterCulture Survey® is a tool that efficiently and accurately diagnoses the current cultural health of your company. The proprietary online survey takes only 15 minutes for employees to complete, yet it delivers a wealth of actionable data that will help you to:

- ✓ Assess job satisfaction
- ✓ Discover entrenched or developing morale patterns
- ✓ Measure employee pride
- ✓ Assess team dynamics and chemistry
- ✓ Gauge supervisor effectiveness
- ✓ Judge the potency of current compensation practices
- ✓ Gauge employee confidence in senior leadership
- ✓ Better plan the future of your organization
- ✓ And much more





The BetterCulture Difference



ASKING THE RIGHT QUESTIONS

The BetterCulture Survey was meticulously developed. The individual questions are crisply and clearly written, and each is designed to produce meaningful results that are of practical value to an organization's leadership team. The survey can also be customized by adding additional items specific to a client's unique situation and needs.



PROVIDING CLEAR ANSWERS

BetterCulture's unique, proprietary method of reporting results is both clear and comprehensive. Survey results are presented in an innovative format that shows attitudinal patterns within the organization, while also providing rich detail that will enable ambitious, curious, and engaged leaders to look deeply into the cultural health of their company.



OUR PRICE

If you have previously received a quote for a customized business survey, you may have experienced sticker shock or loss of breath. BetterCulture offers cost-effective and transparent pricing — and nowhere will you get more for less.



An Overview of the BetterCulture Survey

MEASURING 14 CULTURAL HEALTH FACTORS

The BetterCulture Survey asks 49 questions that have been carefully crafted to elicit valid and reliable responses. Using BetterCulture's proprietary formula, responses to each question are weighted to calculate a score on 14 wide-ranging cultural health factors. These factors are:



1. Retention Risk

Is your company at risk for high turnover?



2. Pride

Are employees proud to work for your organization?



3. Conflict

Do employees perceive excessive conflict within their work setting?



4. Innovation

Do employees believe their organization fosters and embraces innovation?



5. Employee Input

Do employees feel their opinions are sought and valued?



6. Team Chemistry

Do employees believe there are strong and effective relationships within their teams and workgroups?



7. C-Suite

How do employees view the company's top executives?



8. Performance Standards

Do employees believe their organization holds its people to appropriate standards?



9. Direct Supervision

How do employees view their immediate supervisors?



10. Compensation

Do employees feel their compensation and benefits are equitable?



11. Feeling Appreciated

Do employees feel their contributions and efforts are valued and recognized?



12. Work Environment

Do employees enjoy their work environment?



13. Talent Management

Do employees think the organization hires and promotes wisely?



14. Growth and Advancement

Do employees believe they have growth opportunities within the company?





Benefits of the BetterCulture Survey

RESULTS ORGANIZED FOR YOUR NEEDS

BetterCulture Survey results are generated for your company as a whole, as well as for each unique department or division you specify. Results are also broken down across the demographic variables of gender, age, tenure, and job classification.

RESULTS PROVIDED FOR THE PURPOSE OF TREATMENT

The BetterCulture Survey is designed for leaders who intend to make use of the results. The purpose of the survey is to find opportunity for continued growth and improvement. If an organization has no intention or willingness to make active use of the information gathered, BetterCulture advises against conducting the survey. If one is going to refuse all treatment, why bother with the diagnosis.

SPECIAL ANALYSIS AVAILABLE

For clients who request it, BetterCulture will assist with an in-depth analysis of results, presentation to boards or governing bodies, and consultation services to help explore options for operational adjustments and/or additional staff training.

ANONYMITY GUARANTEED

All survey responses go directly to BetterCulture for analysis and generation of the final client report, assuring complete confidentiality and anonymity for all respondents.

RELIABLE AND ROBUST

The BetterCulture Survey is crisp and focused and generates valid responses. It is psychometrically robust, having excellent reliability (test-retest Spearman correlation coefficient of 0.902) and an impressive Content Validity Index (CVI) of 0.99 for the instrument as a whole. Each of the 14 individual factors achieved a CVI score at or above 0.94. Questions that were initially proposed, but failed to meet a rigorous CVI criterion of 0.9, were removed from the instrument.

PRICING AND SCHEDULING A SURVEY

For pricing information or to schedule an appointment to discuss whether the BetterCulture Survey is right for your organization, contact Blake Hoogveen at info@BetterCulture.com or call him directly at 402-630-6500.





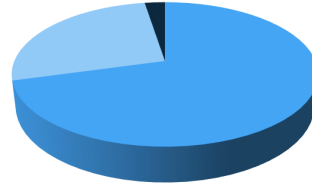
**WHAT TO EXPECT
FROM THE
BETTERCULTURE
SURVEY REPORT.**



Demographic Summary of Survey Responses

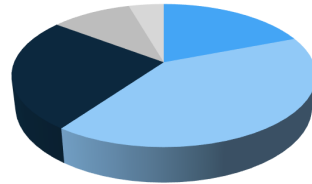
157 SURVEYS COMPLETED

Gender Breakdown	
Male	111
Female	42
Non-Binary	4



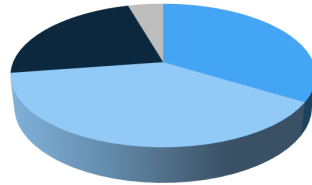
- Male
- Female
- Non-Binary

Age Breakdown	
25 and under	30
Between 26 - 35	64
Between 36 - 45	40
Between 46 - 55	16
56 and over	7



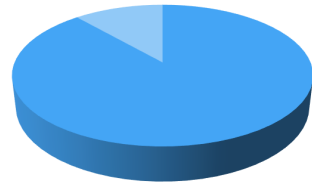
- 25 and under
- Between 26 - 35
- Between 36 - 45
- Between 46 - 55
- 56 and over

Tenure Breakdown	
1 year or less	53
2 - 4 years	61
5 - 10 years	36
11 - 20 years	7
21 years or more	0



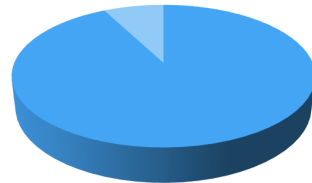
- 1 year or less
- 2 - 4 years
- 5 - 10 years
- 11 - 20 years
- 21 years or more

Compensation Breakdown	
Salary	139
Hourly	18



- Salary
- Hourly

Employment Breakdown	
Full Time	145
Part Time	12



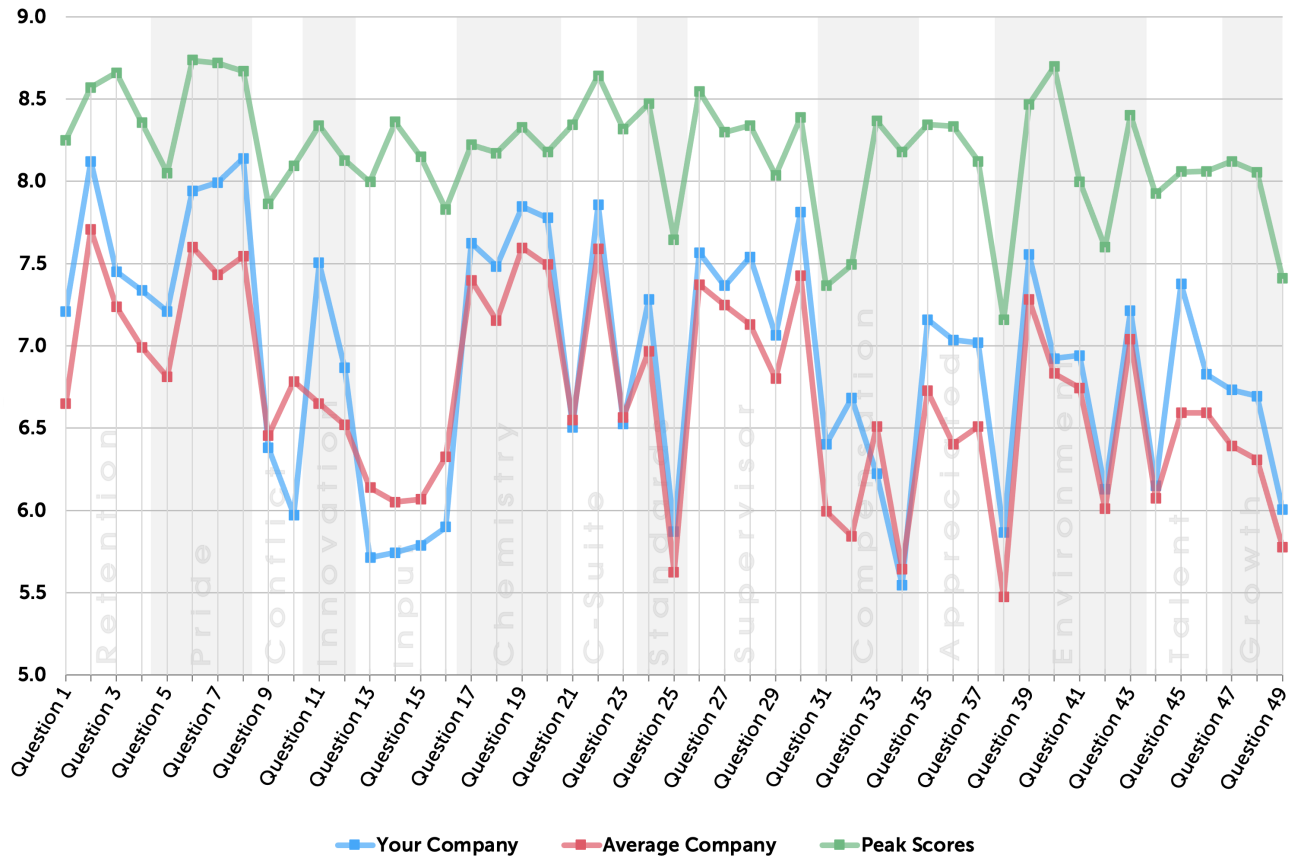
- Full Time
- Part Time

After collecting survey responses, BetterCulture will collate the results and produce a BetterCulture Survey Report for the client. The Survey Report presents the results in a graphic, easily readable format that is concise but thorough. The report begins with an overview of the employees who completed the survey, broken down across five demographic variables. These variables are presented as column and pie charts, as seen above. This overview gives management a demographic snapshot of the survey respondents.



Individual Question Scores

COMPARED AGAINST AVERAGE & PEAK SCORES



The report continues with a line graph to show how your company's average scores across all 49 survey questions compare with the average scores of all companies that have completed the BetterCulture Survey. We also compare your company's scores with what BetterCulture calls "peak scores" — the highest scores achieved by any single company (having 50 or more employees) that has completed our survey.

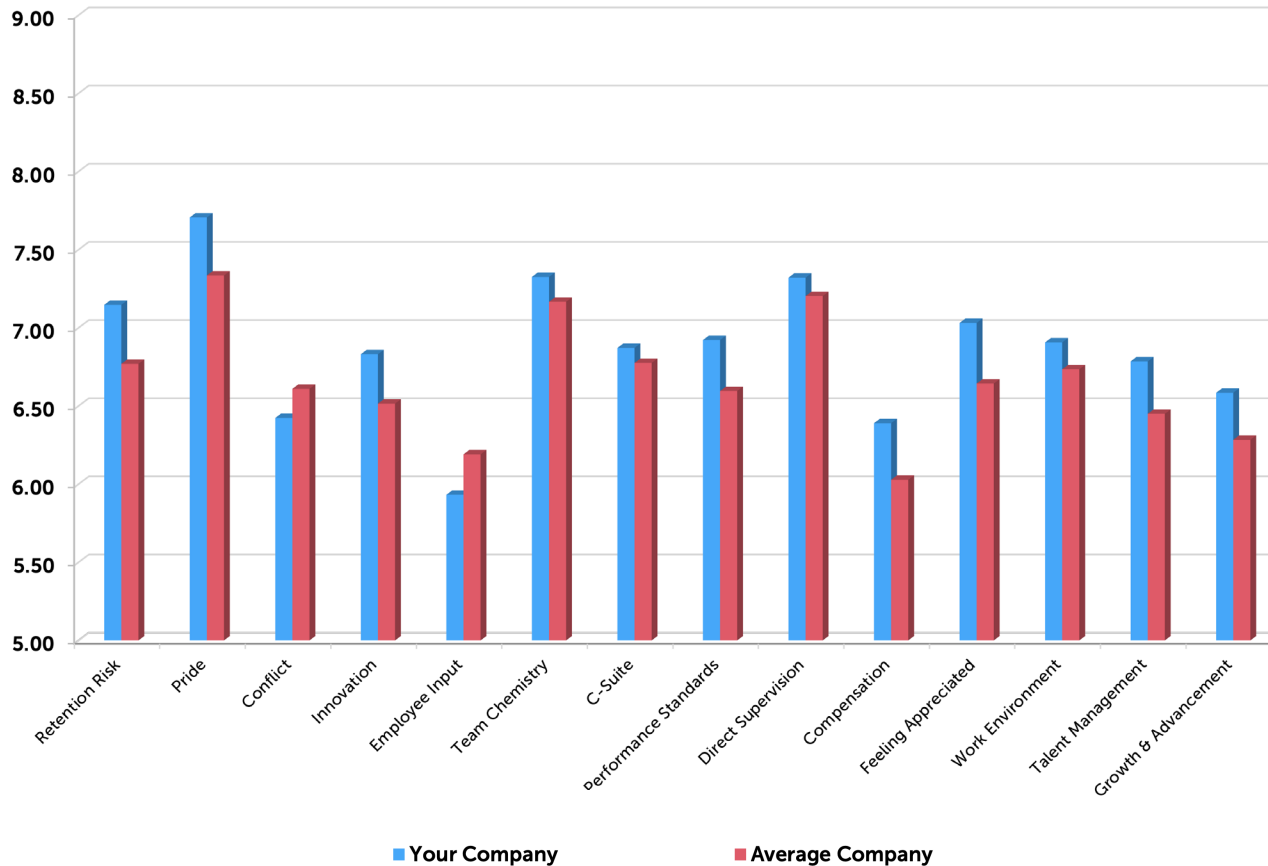
This line graph offers the best snapshot of a company's overall level of cultural health. Below-average scores indicate areas that might be ripe for growth, while those closer to peak scores indicate areas of strength.

The BetterCulture Survey uses a 1 (strongly disagree) to 9 (strongly agree) scale.



Factor Scores

COMPARED AGAINST AVERAGE SCORES



The next level of analysis is completed at the factor score level using a bar graph, showing how your company's factor scores compare with other companies' factor scores. This summary of the data is often safe to share with every employee and board members who may be interested in seeing a high-level overview of the survey results.



Factor Score Analysis Across Divisions

	Company Total	Accounting and Finance	Customer Support	Executive Team	Marketing	People Services	Product	Sales	Technology
Retention Risk	7.15	6.46	6.29	7.97	6.04	7.18	7.71	7.25	7.45
Pride	7.71	7.11	7.21	8.27	6.71	7.75	8.22	7.75	7.94
Conflict	6.42	5.44	5.51	7.75	4.92	6.22	6.95	6.63	6.89
Innovation	6.83	6.15	5.93	7.80	5.53	6.65	7.40	6.94	7.30
Employee Input	5.93	5.18	4.29	7.51	3.93	6.07	6.62	6.13	6.56
Team Chemistry	7.33	6.04	7.60	7.94	7.87	6.84	7.76	6.65	7.35
C-Suite	6.87	6.16	5.26	7.96	5.18	7.16	7.55	7.06	7.43
Performance Standards	6.92	6.11	6.50	7.59	5.81	6.61	7.51	6.93	7.37
Direct Supervision	7.22	5.88	6.61	8.08	7.74	7.38	7.66	7.21	7.45
Compensation	6.39	5.25	5.60	7.34	5.79	6.42	7.12	6.52	6.36
Feeling Appreciated	7.03	6.23	6.01	8.10	6.27	7.20	7.62	7.10	7.20
Work Environment	6.91	6.15	6.01	7.94	5.33	6.82	7.44	7.11	7.34
Talent Management	6.79	5.90	5.88	7.66	5.43	6.75	7.45	6.94	7.16
Growth & Advancement	6.58	5.42	5.97	7.35	6.03	6.25	7.31	6.73	6.68

Principle 1	7.02	6.20	6.33	8.00	5.64	6.80	7.52	7.15	7.50
Principle 2	7.49	6.82	6.70	8.26	6.66	7.64	8.03	7.54	7.69
Principle 3	6.98	6.00	6.18	7.76	6.27	6.92	7.60	7.11	7.14
Principle 4	6.82	5.84	6.37	7.55	5.66	6.47	7.41	6.92	7.21
Principle 5	6.11	5.40	4.53	7.60	4.18	6.24	6.76	6.30	6.73
Principle 6	6.37	5.42	5.37	7.71	4.93	6.22	6.94	6.60	6.75
Principle 7	7.05	6.27	6.46	7.99	5.56	6.79	7.55	7.25	7.46

Number of Responses:	157	10	16	9	13	15	25	40	29
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Key (Differences from Company Total)		
Greater than Company Total by:	0.50	1.00
Less than Company Total by:	0.50	1.00

The rest of the BetterCulture Survey Report focuses solely on your organization's internal scores. We begin with an analysis of the 14 factor scores, comparing each of your company's divisions with the mean score for your organization as a whole. To help you more easily interpret the data, BetterCulture uses an innovative color-shading technique. It allows you to quickly ascertain which divisions are scoring well above (shades of green) and well below (shades of red) the average total score for your organization.

"The heat mapping is ingenious and incredibly helpful."



Individual Question Analysis Across Divisions

	Company Total	Accounting and Finance	Customer Support	Executive Team	Marketing	People Services	Product	Sales	Technology
Retention Risk	7.15	6.46	6.29	7.97	6.04	7.18	7.71	7.25	7.45
Question 1	7.21	6.60	6.31	8.11	6.08	7.27	7.72	7.25	7.62
Question 2	8.12	8.00	7.56	8.56	7.46	8.20	8.40	8.00	8.52
Question 3	7.45	7.10	6.19	8.67	5.46	7.73	8.24	7.60	7.76
Question 4	7.34	7.20	6.56	7.67	6.38	7.40	8.08	7.38	7.41
Pride	7.71	7.11	7.21	8.27	6.71	7.75	8.22	7.75	7.94
Question 5	7.21	5.70	7.69	7.78	6.92	6.27	7.48	7.45	7.34
Question 6	7.94	7.60	7.38	8.44	6.77	8.07	8.56	8.00	8.07
Question 7	7.99	7.10	7.63	8.22	7.31	8.20	8.44	8.03	8.21
Question 8	8.14	7.50	8.19	8.56	7.77	8.20	8.56	7.88	8.34
Conflict	6.42	5.44	5.51	7.75	4.92	6.22	6.95	6.63	6.89
Question 9	6.38	5.30	5.38	7.89	4.46	6.27	6.88	6.55	7.10
Question 10	5.97	4.70	5.19	7.22	5.54	5.67	6.52	6.35	5.83
Innovation	6.83	6.15	5.93	7.80	5.53	6.65	7.40	6.94	7.30
Question 11	7.50	6.80	6.81	7.89	6.92	7.67	8.00	7.45	7.83
Question 12	6.87	6.40	6.13	8.00	5.23	6.33	7.44	7.03	7.38
Employee Input	5.93	5.18	4.29	7.51	3.93	6.07	6.62	6.13	6.56
Question 13	5.71	5.30	3.75	7.33	3.69	5.67	6.32	5.93	6.55
Question 14	5.75	4.80	4.06	7.44	3.69	6.13	6.40	5.98	6.31
Question 15	5.79	4.60	4.00	7.33	4.15	6.20	6.36	6.03	6.41
Question 16	5.90	5.10	4.13	7.56	3.62	6.13	6.84	6.05	6.52

Number of Responses:	157	10	16	9	13	15	25	40	29
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Key (Differences from Company Total)		
Greater than Company Total by:	0.50	1.00
Less than Company Total by:	0.50	1.00

The next section of the Survey Report provides the same color-shaded display and analysis for all 49 survey questions. This chart allows management to dig deeper into the cause of your company's factor scores. The sample chart above shows results for only the first 16 questions.

The depth of analysis with the BetterCulture Survey is simply terrific."



Demographic Analysis

PART 1

	Company Total	Tenure					Gender			Employee Age				Comp Type		Employment		
		1 year or less	2 - 4 years	5 - 10 years	11 - 20 years	21 years or more	Male	Female	Non Binary	25 and under	Between 26 - 35	Between 36 - 45	Between 46 - 55	56 and over	Salary	Hourly	Full Time	Part Time
Retention Risk	7.15	7.70	6.82	6.72	7.97	N/A	7.37	7.10	6.76	7.83	7.02	7.09	6.36	7.51	7.22	6.60	7.13	7.30
Question 1	7.21	7.91	6.79	6.78	7.86	N/A	7.53	7.12	6.48	7.87	7.09	7.20	6.19	7.86	7.29	6.61	7.20	7.33
Question 2	8.12	8.42	7.92	7.89	8.86	N/A	8.38	8.03	7.50	8.67	8.05	8.15	7.13	8.57	8.14	7.94	8.10	8.42
Question 3	7.45	8.17	7.07	6.94	8.00	N/A	7.84	7.30	7.05	8.37	7.27	7.35	6.56	7.86	7.52	6.94	7.44	7.58
Question 4	7.34	7.77	7.07	7.00	8.14	N/A	7.53	7.27	7.28	8.00	7.06	7.58	6.44	7.71	7.44	6.56	7.33	7.42
Pride	7.71	8.16	7.42	7.41	8.33	N/A	7.84	7.65	7.30	8.26	7.50	7.75	7.23	8.04	7.76	7.33	7.70	7.77
Question 5	7.21	7.60	6.87	7.06	8.00	N/A	7.13	7.23	7.18	7.83	7.08	7.15	6.94	6.71	7.22	7.11	7.16	7.83
Question 6	7.94	8.38	7.74	7.56	8.43	N/A	8.13	7.88	7.34	8.43	7.77	8.03	7.25	8.57	7.99	7.56	7.94	7.92
Question 7	7.99	8.38	7.74	7.81	8.29	N/A	8.06	7.96	7.60	8.23	7.84	8.10	7.75	8.29	8.06	7.50	7.99	8.00
Question 8	8.14	8.43	7.89	8.03	8.71	N/A	8.09	8.13	7.92	8.60	7.83	8.33	8.06	8.14	8.15	8.06	8.16	7.92
Conflict	6.42	7.14	5.97	5.88	7.80	N/A	6.82	6.52	6.04	7.15	6.35	6.14	5.95	6.66	6.50	5.85	6.40	6.71
Question 9	6.38	7.19	5.89	5.72	8.00	N/A	6.66	6.30	5.73	7.07	6.38	6.00	5.94	6.71	6.46	5.78	6.36	6.67
Question 10	5.97	6.58	5.70	5.36	6.86	N/A	6.78	6.91	6.45	6.67	6.08	5.68	4.94	6.14	6.09	5.11	5.93	6.50
Innovation	6.83	7.40	6.38	6.51	8.11	N/A	7.09	6.73	6.58	7.64	6.60	6.69	6.56	6.97	6.88	6.42	6.82	7.00
Question 11	7.50	7.85	7.20	7.36	8.29	N/A	7.41	7.49	7.41	8.23	7.25	7.43	7.31	7.57	7.58	6.94	7.51	7.42
Question 12	6.87	7.57	6.39	6.36	8.29	N/A	7.31	6.73	6.58	7.57	6.67	6.70	6.69	7.00	6.87	6.83	6.83	7.33
Employee Input	5.93	6.74	5.23	5.56	7.84	N/A	6.30	5.81	5.35	7.08	5.60	5.73	5.53	6.19	6.01	5.35	5.92	6.05
Question 13	5.71	6.47	5.07	5.33	7.57	N/A	6.38	5.52	5.28	6.73	5.34	5.45	5.69	6.29	5.81	5.00	5.72	5.58
Question 14	5.75	6.68	4.89	5.42	7.86	N/A	5.84	5.69	4.91	7.13	5.30	5.55	5.38	5.86	5.80	5.33	5.73	5.92
Question 15	5.79	6.62	5.07	5.42	7.71	N/A	6.06	5.70	5.22	6.93	5.53	5.53	5.38	5.71	5.94	4.67	5.77	6.00
Question 16	5.90	6.60	5.28	5.53	7.86	N/A	6.41	5.72	5.41	7.07	5.66	5.73	4.94	6.29	6.01	5.00	5.90	5.92
Number of Responses:	157	53	61	36	7	0	111	42	4	30	64	40	16	7	139	18	145	12

Key (Differences from Company Total)		
Greater than Company Total by:	0.50	1.00
Less than Company Total by:	0.50	1.00

The Survey Report then offers a similar analysis at the demographic level, illustrating how employees of different age, gender, tenure, and job classification responded to each item.

The BetterCulture Survey uncovered some noteworthy patterns that we had been missing."



Demographic Analysis

PART 2

	Ethnicity							Sexual Orientation	
	American Indian or Alaska Native	Asian	Black or African American	Hispanic or Latino	Native Hawaiian or Other Pacific Islander	White	Two or More Races	Heterosexual or straight	LGBTQIA2S+
Retention Risk	N/A	7.73	6.56	6.80	N/A	7.27	6.88	7.22	6.65
Question 1	N/A	7.66	6.69	6.60	N/A	7.06	6.78	7.28	6.49
Question 2	N/A	8.54	7.93	7.77	N/A	8.00	7.93	8.20	7.31
Question 3	N/A	7.92	6.54	7.17	N/A	7.70	6.99	7.53	7.08
Question 4	N/A	8.22	6.83	7.05	N/A	7.55	7.28	7.41	6.97
Pride	N/A	7.95	7.24	7.32	N/A	8.00	7.38	7.78	7.17
Question 5	N/A	7.57	7.11	6.58	N/A	7.24	6.80	7.28	6.49
Question 6	N/A	7.93	7.18	7.41	N/A	8.34	7.59	8.02	7.55
Question 7	N/A	8.11	7.64	7.93	N/A	8.10	7.80	8.07	7.59
Question 8	N/A	8.44	8.25	8.13	N/A	8.63	7.70	8.22	7.73
Conflict	N/A	7.47	5.82	6.16	N/A	6.64	6.46	6.49	5.97
Question 9	N/A	7.16	5.62	5.87	N/A	6.39	6.35	6.57	5.36
Question 10	N/A	7.70	6.11	6.62	N/A	7.02	6.71	6.06	5.38
Innovation	N/A	7.62	6.37	6.42	N/A	6.77	6.52	6.90	6.35
Question 11	N/A	7.98	7.45	7.13	N/A	7.50	7.11	7.54	7.13
Question 12	N/A	7.67	6.18	6.54	N/A	6.84	6.43	6.95	6.73
Employee Input	N/A	7.13	5.29	5.40	N/A	5.94	5.79	5.99	5.52
Question 13	N/A	7.04	4.87	5.26	N/A	5.51	5.70	5.77	5.43
Question 14	N/A	6.94	5.27	5.10	N/A	5.97	5.55	5.80	5.17
Question 15	N/A	6.96	5.37	5.20	N/A	6.03	5.68	5.85	5.50
Question 16	N/A	7.26	5.12	5.38	N/A	5.67	5.90	5.96	5.31

Number of Responses:	0	12	7	8	2	112	16	143	14
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Key (Differences from Company Total)		
Greater than Company Total by:	0.50	1.00
Less than Company Total by:	0.50	1.00

A lot of companies are looking for solutions to improve diversity, equity, and inclusion in the workplace. As such, the BetterCulture Survey Report can, upon request, be customized to also include demographic analysis across ethnicity and sexual orientation.

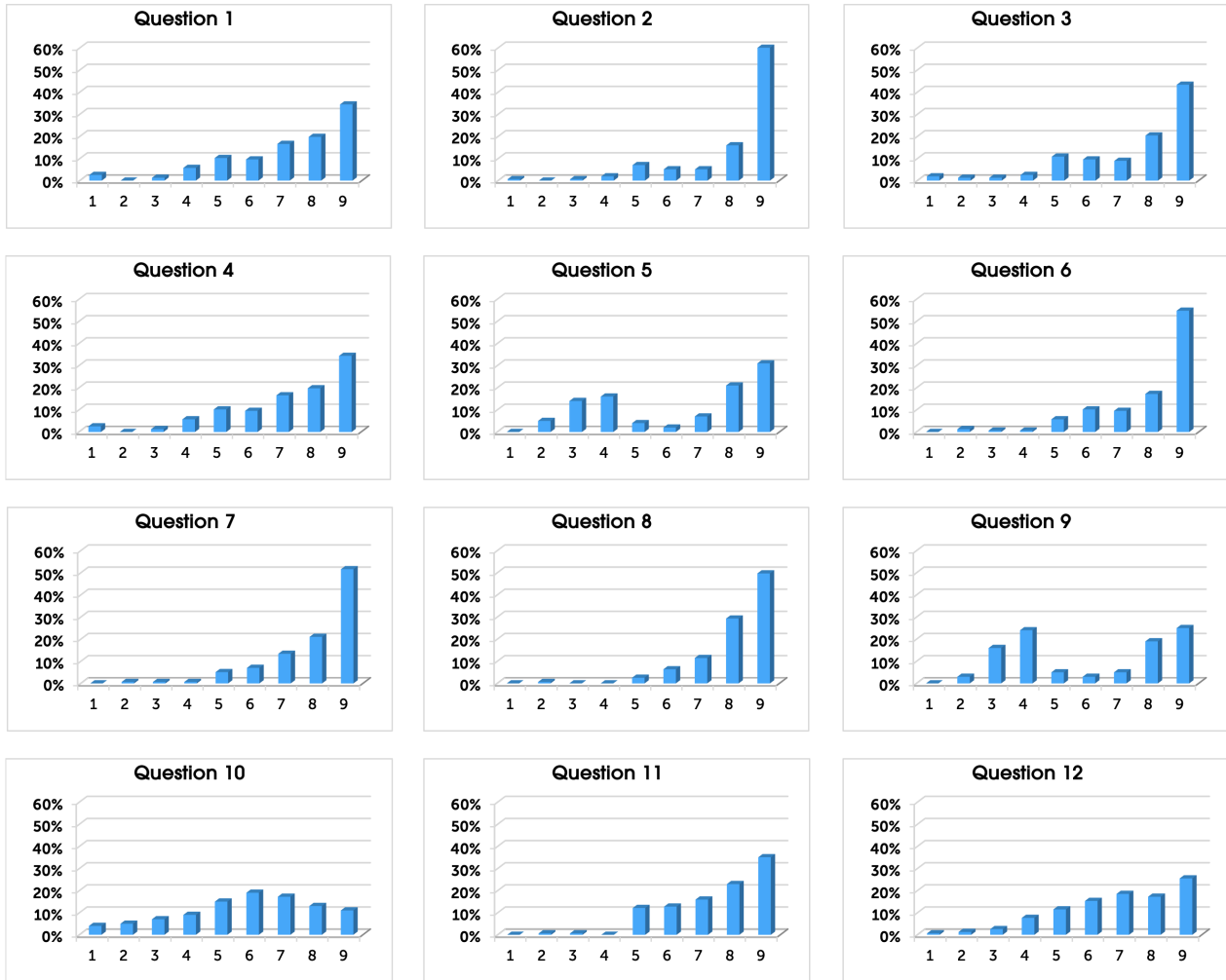
Our goal with this analysis is to help companies better achieve their DEI goals. An important first step to building a culture that embraces inclusion and diversity is to identify whether different groups of employees vary in terms of how they feel about their organization. Using that knowledge, leaders can begin to chart the best path to achieve their DEI goals.

The BetterCulture Survey helped us have the necessary conversations to become a more inclusive company."



Distribution of Responses

TECHNOLOGY



The Survey Report concludes with a series of histograms that allow you to quickly scan the amount of variance within a given response set — a crucial consideration as two groups showing the same mean score on an item may have differing cultural dynamics given differing distributions. BetterCulture provides this analysis for your organization as a whole, as well as for each division. The sample chart above shows results for only the first 12 items for a sample division technology.

Most surveys just give you a global number. The BetterCulture Survey lets you see what's really going on."





**SEE WHAT OUR
CLIENTS HAVE
TO SAY ABOUT
OUR SURVEY.**



What People are Saying About the BetterCulture Survey

“The BetterCulture Survey provides an incredible amount of information. Every minute you spend reviewing the report will be time well spent. It’s the best employee engagement survey I have seen.”

ALICIA ELSON

Vice President of Human Resources, QLI



“Thoughtful use of the BetterCulture Survey will help you see opportunities for growth, stimulate beneficial leadership discussions, and ultimately create a better and more successful organization.”

DEANN GROVIJOHN

Human Resource Senior Manager, Streck



“We have used other surveys to help assess our work culture and improve employee engagement. None of them provided as much useful information as the BetterCulture Survey.”

ERIC CLARKE

Founder and CEO, Orion Advisor Tech



“We are grateful for the partnership we have formed with BetterCulture. Their engagement survey helped us confirm our strengths and identify valuable growth opportunities, and our leaders at all levels and across functions say BetterCulture has provided some of the best leadership training they have ever taken.”

STEPHANIE GOULD

Chief Communications & Talent Officer, American National Bank



CONNECT WITH US TO SEE HOW

**better
culture**

**CAN MAKE
YOUR CULTURE
BETTER.**

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