

# *The Corporate Culture Survey*

In any organization there are various kinds of behaviors and attitudes that influence the effectiveness and job satisfaction of the employees.

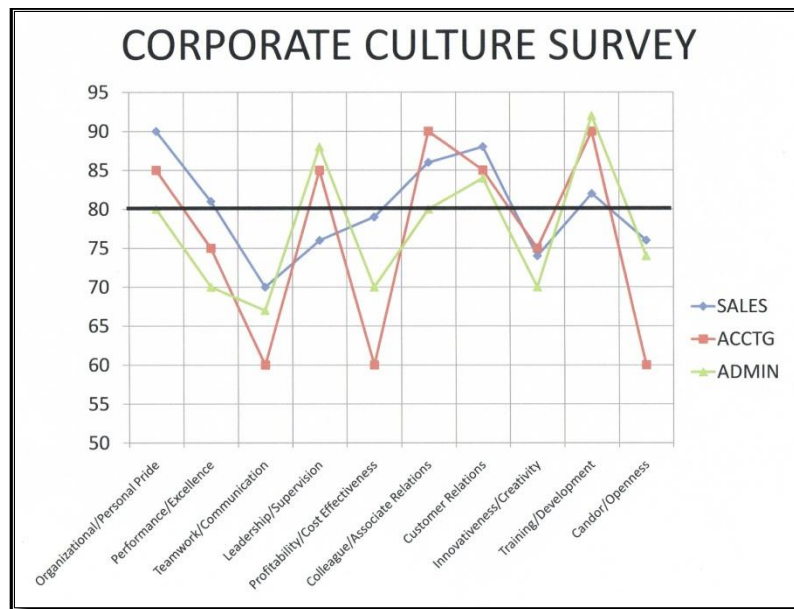
These attitudes/behaviors can be positive (by supporting the organization's goals and objectives) or negative (by working against goals and objectives). Such behaviors form the Corporate Culture.

The survey is designed to provide management and employees with an insight into the nature and strengths of the organization. The questions asked are the key factors that provide the measurement of the 10 categories of the profile.

These 10 categories are basic to all highly successful organizations.

*Most Engagement Surveys tell you what is happening in your organization.*

*Our system tells you why and what you can do to improve organizational performance.*



The items on the questionnaire describe behaviors and attitudes that can be divided into 10 categories. The results show where the employees think the company stands on each category. The higher the score, the more positive are the behaviors and attitude of the company in that particular category.

**Organization/Personal Pride** - associated with the feeling of identification and pride that the company fosters in its employees.

**Performance/Excellence** - identifies whether or not the prevailing company attitude emphasizes doing a quality job.

**Teamwork/Communication** - associated with the degree of cooperation and mutual trust found within the company.

**Leadership/ Supervision** - addresses the company's attitudes about the function of its leadership.

**Profitability/Cost Effectiveness** - determines the extent to which profit and cost consciousness is a part of a company values.

**Colleague/Associate Relations** - associated with the quality of relationships that exist among people in the company.

**Customer Relations** - concerned with the manner in which the company feels the customer should be served.

**Innovativeness/Creativity** - determines whether original and creative behavior is supported and encouraged.

**Training/Development** - identifies the degree to which training and development of personnel is considered important.

**Candor/Openness** - addresses the company's attitude about the freedom with which communication can take place both vertically and laterally.

*It models a company's portrait of itself, to be consistent with the way it "wants to be known" and congruent with what it stands for.*

People are the driving force behind a company's growth.

They are the single most important resource a company has. Only the employees can determine the performance level of an organization because they have:

- The knowledge necessary to solve problems, make decisions and perform quality work.
- The experience which puts them in a position to recommend changes and improvements.
- The ability to provide outstanding customer service, promote the company image and in general, make things happen.

A survey of this type is designed to identify the behaviors and attitudes that are operating within a company. The responses will enable a company to better understand itself and to determine where improvements could facilitate premium performance. It is not an attempt to describe personal attitudes and behavior, but rather those that are generally true of the organization as a whole. It is a concept that models a company's portrait of itself, to be consistent with the way it "wants to be known" and congruent with what it stands for.

**27. If an employee in your organization were to look upon the job as being merely eight hours and the major reward as the (month end) paycheck, most other employees would:**

- Strongly agree with or encourage it.
- Agree with or encourage it.
- Consider it not important.
- Disagree with or discourage it.
- Strongly disagree with or discourage it.

For Premium Performance to be a reality, it must be addressed and nurtured by people at all levels. That means from the top all the way down and from the bottom back up again.

It has to be everyone's understanding and concern.

## **Measurable Reality**

There is a good feeling that comes from being part of a winning team. It's a feeling of loyalty and commitment between people and their organization because they are working toward the same goals. The result of this project provides the tool that will point out both strengths and weaknesses in attaining those goals.

It provides people with feedback so they know what they are currently doing well and where they could improve. When performance is improved, the results are indeed measurable. It can cut costs, save time, improve sales and increase customer satisfaction.

What you're saying - and demonstrating - to your employees is that they're important, that you want their input and that group communication is essential in determining the company's direction.

We would like to explain more fully how this study can identify problem areas and to offer counsel on solutions. Contact us today for an initial discussion.

At JDLake Communications, LLC, in association with Perception Profiles, Inc., we have researched today's corporate problems and have concluded that American business is in trouble in two specific areas: in talent retention and corporate communication. At our company we take full aim at one area to affect the results of both. We believe that the talent retention issue will be either solved or exacerbated by the quality of corporate communications - whether at the organizational or individual level.

### THE NEED

What is a person's greatest need today and for the foreseeable future? The experts say:

- *to grow as individuals*
- *to grow in the capability of developing the full potential of themselves*
- *to acquire knowledge and confidence to meet the challenge of today's rapid change.*

Paraphrasing the experts then, the success of a person will depend on his or her ability to anticipate rapid change, to understand it, to define and redefine objectives in relation to change, to be capable of decisions that will shape these forces to meet desired objectives.

### THE PROBLEM

The problem is people growth - people growing through their work. Developing people toward their maximum potential as human beings and freeing up and energizing their inner motivational drives to enable them to find meaning in the central part of their lives - their work.

### THE SOLUTION

The solution to the problem is effective communication, both individually and on a corporate level. At JDLake Communications, LLC we deal with communication in four parts, each addressing a particular phase of a problem.

PART I - THE CORPORATE PROFILE

PART II - THE PERCEPTION PROFILE

PART III - SKILL-SPECIFIC DEVELOPMENT

PART IV - FOLLOW-UP / REINFORCING

We believe that our products fall into a natural progression of implementation. Before a company can identify a problem, it must recognize its culture. To do this we employ the Corporate Profile. Having defined its culture, we are then able to use the Perception Profile survey to create an excellent interpersonal skills development workshop (ADAPT), bettering relationships not only in business, but in one's personal life as well. From there a combination of more skill-specific development workshops can be deployed to help your people "grow as individuals... grow in the capability developing the full potential of themselves... to acquire the knowledge and confidence to meet the challenge of today's rapid change."

In short...

***Helping your organization  
retain the talent you don't  
know you are about to lose!***

---

#### JDLake Communications, LLC

2225 Coulee Drive  
La Crosse, WI 54601  
608.792.3419  
john@jdlake.com  
www.jdlake.com

**PERCEPTION  
PROFILES, Inc.**

*a part of*

**jdlake.comunications**