The Cultural Scorecard

Use this scorecard to determine the Corporate Culture of your organization. You can do this by asking a representative sample of your company to complete the brief questionnaire. Collect and analyze the data.

If the results indicate consensus among the group, then simply discuss the trends with your Hiring Team. Refer to this objective snapshot of your company as you search for new employees. If your results indicate disparity of three or more points, I suggest discussions within the Hiring Team. The final result should be an objective template clearly outlining the Corporate Culture of your organization.

Once you have collected this information you will be able to more clearly identify, recruit, and retain employees that will fit within your company. Taking the time to complete this exercise will reduce turnover which can lead to greater profitability and performance.

1. Decision-Making

Guiding question: How are decisions generally made – by consensus or by leadership?

By Consensus — By Leadership

1 2 3 4 5 6 7 8 9 10

2. Communicating

Guiding question: How do people relate to each other: in a formal and detached way, or in a more informal, personable way?

Formal — Informal

1 2 3 4 5 6 7 8 9 10

3. Procedures

Guiding question: Do you value consistency of procedures (i.e., are you organized around roles) or flexibility (i.e., are you organized around talents and skills)?

Flexible — Consistent

1 2 3 4 5 6 7 8 9 10

4. Innovation

Guiding question: Does your company innovate and develop revolutionary products, or does it stick to its core offerings, progressing in steady stages?

Revolutionary — Steady

1 2 3 4 5 6 7 8 9 10

5. Employee Makeup

Guiding question: Are employees people who seek meaning in their work or are they a resource hired to do what the company wants them to do?

Seek meaning — Resource

1 2 3 4 5 6 7 8 9 10

6. Teaming

Guiding question: Do you reward individuals for what they contribute to groups, or do you reward groups for how they nurture individual development and initiative?

Individuals — Groups

1 2 3 4 5 6 7 8 9 10

7. Winning

Guiding question: Is your company a world of competing rivals, or a world of cooperation and partnerships?

Cooperative — Competitive

1 2 3 4 5 6 7 8 9 10

8. Profits

Guiding question: How much emphasis does your company put on short-term shareholder value versus long-term economic value for all stakeholders?

Short-term — Long-term

1 2 3 4 5 6 7 8 9 10