



*“Culture Isn't Built in a Day;
It's Built Everyday!”*
- SHELLEY SMITH



The Culture Inquiry

THE FIRST STEP (ANALYZE) IN THE ACC MODEL™

A culture inquiry is the first step in improving your corporate culture's health, whether it is a needed tweak or complete overhaul.

The inquiry is the act of gathering and seeking information in a systematic manner. This discovery uncovers issues from an objective point of view and delivers actionable solutions to the issues revealed during the query.



PHASE 1 – Data Analysis (metrics) Deep Dive

- Review data pulled from 3-year performance reviews
- Review data pulled from turnover statistics
- Review data pulled from exit surveys
- Review data provided for the local best places to work application
- Review previous and current strategic plans and applicable SMART goals by department and key individuals
- Review Employee Engagement Survey results
- Review tracking and results from current training programs and any applicable measured KPI's previously tracked
- Enter applicable information into a customized turnover calculator
- Include newly captured behavioral data from Predictive Index System (If instituted)

CALL US AT
757-897-8644

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PHASE 2 – Validate the Data – Conversations

- Conduct group meetings and hold one-on-one discussions with employees to verify data collected. Ask about their perspectives to best understand the current state of culture and to discuss collected metrics from Phase 1.
- Ask specific culture questions and match them to vision, mission, values, competencies, and individual behaviors.



PHASE 3 – Culmination of Results

- Present the comprehensive results of the Culture Inquiry.
- Receive a full strategic plan to reinforce strengths and to address caution areas and opportunities for improvement
- May include further leadership and development opportunities.
- May include organizational and or culture suggested pivots.
- May include new KPI's.
- May include other suggested track-able data to provide ROI's on profit and productivity.

Culture Isn't Built in a Day; It's Built Everyday.

Culture is how we do, what we do, when we work together!

Recover A Minimum of 8-15% of The Profits You Lose Annually Due to Poor Employee Engagement...
Without Wasting Time and Valuable Resources

46% of job seekers think company culture is an important factor.

86% of job seekers avoid companies with a bad reputation.

94% of Entrepreneurs & **88%** of Job Seekers say that a healthy culture at work is vital for success.

202%
Having highly engaged employees can lead to a 202% increase in performance.

"I have worked with Shelley for five years. She combines experience and an intuitive understanding of people with her work and brings an absolute wealth of knowledge regarding culture, people, and managing change."

- LOTTIE SCHOTTMILLER, DELTA DENTAL OF VIRGINIA

"Culture eats strategy for breakfast."

- PETER DRUCKER

**PREMIER
RAPPORT**
CULTURE MATTERS

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