



Great Place To Work®

# Culture Audit™



## Culture Audit

The secret to a successful organizational culture is trust. In such a culture, people and their interrelationships are central. Cooperation between different people in an environment built on trust ensures that energy flows, creativity grows and new perspectives emerge.

The Culture Audit provides insight into your organization's culture and consists of the following elements: trust, meaningful values, leadership, maximizing everyone's potential and innovativeness.

01

**Trust**

02

**Meaningful values**

03

**Effective leadership**

04

**Maximizing everyone's potential**

05

**Innovativeness**

06

**Bold leadership**



## Instruction

In the Culture Audit, you provide insight into your organization's culture through five open-ended questions. The sixth question on bold leadership is optional. We recommend that you answer each question in at least 2,000 words. Each question also has a maximum word count.

You provide the answers in text, possibly with images and links to relevant content. That way, you can also use the Culture Audit in your internal and external communications. The design of the Culture Audit does not influence the evaluation.

## Timeline

You may submit the Culture Audit throughout the year. Here are the key dates for the 2024-2025 list year:


- |                            |   |
|----------------------------|---|
| <b>February 1st, 2025</b>  | Culture Audit submission deadline   |
| <b>February-March 2025</b> | Evaluation and calibration of all Culture Audits                              |
| <b>April 2025</b>          | You'll hear whether your organization belongs to the Best Workplaces 2025     |
| <b>June 2025</b>           | You'll hear where your organization ended up on the Best Workplaces 2025 list |



## Trust

Describe the philosophy and fundamentals of your organizational culture. What core qualities make your culture a Great Place To Work culture? This is a culture built on trust. How do you create a unique environment specific to your organization and why do you do this?

Advice on answering this question:

- Describe what you stand for as an organization and how this reflects in your day-to-day operations. Also show what makes your organization unique or what makes you different from similar organizations.
  - Illustrate, using three key programs or initiatives, how you create a culture of trust. Also indicate how your organization's philosophy and values form the basis of this.
  - Focus on programs and initiatives for specific groups, or on specific programs and initiatives that are open to all.
  - Show in what ways these programs and initiatives are personal, rather than generic and impersonal.
  - Back up your story with data and statistics: what positive impact are the programs and initiatives having on your people and the organization?
- 

**Answer this question in no more than 5,000 words.**

## Meaningful values

What are your (core) values? Using three specific examples, illustrate how you put these values into practice.

Advice on answering this question:

- Tell how your unique organizational (culture) is characterized by these values.
- Describe how these values are expressed in daily practice. For example, how do they play a role in new employee onboarding, decision-making and leadership development?
- Show in what ways these values influence decision making, especially strategic and/or difficult decisions.

**Answer this question in no more than 3,000 words.**



## Effective leadership

What is your strategy and philosophy for being a successful organization? How do you develop a strategy, direction and goals and how do you communicate them?

Advice on answering this question:

- Name all the fundamental principles that form a bridge between organizational decisions and strategy. For example, consider your organization's vision and mission.
- Describe who and what influences changes in strategy, direction and goals.
- Using examples, make clear how you develop strategy, direction and goals. Also indicate who will be involved.
- Describe how the strategy is implemented and communicated throughout all levels of the organization. Also tell how management is empowered to translate the strategy into what it means for employees.
- Share how individuals identify and connect with the strategy, direction and goals in their daily work.

**Answer this question in no more than 5,000 words.**



## Maximizing everyone's potential

How do you ensure that your organization is a Great Place To Work for all employees, regardless of position or personal background, so that everyone can reach their maximum potential? Talk about how you ensure equality, build inclusion and recognize, value and harness the uniqueness of your people.

Advice on answering this question:

- Explain how conditions, initiatives and/or programs address the unique needs of employees, such as by job title, position, age and years of service.
- Describe how the For All™ culture influences recruitment, onboarding and development opportunities, ensuring everyone's talent is utilized.
- Describe what you do to ensure that people feel treated fairly, are fully part of the organization and are valued on a consistent basis.
- Describe how you ensure that leaders take an inclusive approach.
- Explain how this culture and programs impact and benefit the organization. When possible, substantiate this with specific examples and statistics.


**Answer this question in no more than 5,500 words.**



## Innovativeness

How do you involve your employees in coming up with and developing new ideas and ways to do things better that result in improved organizational performance?

Advice on answering this question:

- Don't get stuck on the word "innovation". Similar terms are "empowerment," "continuous improvement," "being a learning organization," and so on. Share how you facilitate your people when it comes to innovating and improving.
  - Share how you encourage, recognize and reward innovation with specific examples of systems, training and resources that are the foundation of your approach.
  - Provide examples of ways that demonstrate that a wide range of people in your organization are involved in innovation.
  - Illustrate through various examples how employees have shared new ideas and how they have added value to your organization.
  - Share specific statistics that show the impact of innovation on your organization (for example: number of new products or services per month, profitability of a new product or service, and so on).
- 

**Answer this question in no more than 5,000 words.**



## Bold leadership (optional)

What bold actions and choices has leadership taken and made to pursue being a Great Place To Work For All? These can impact your organization, as well as society.

Share specific examples, answering the following questions:

- Who are the actions and choices impacting (internally and/or externally) and how?
- Why were these choices made?
- How do these actions contribute to creating a Great Place To Work For All?
- What is the scope of the actions and what investments (time/money) and/or risks (image, capital) are involved?

Advice on answering this question:

- Share data and supporting evidence rather than ambitions. For example: is the action a one-off or for a longer duration?
- Look beyond your CSR policy and share information about projects that involve a particular risk.

**Answer this question in no more than 5,000 words. This question is optional.**

## Contact

[www.greatplacetowork.nl](http://www.greatplacetowork.nl)

+31 020 260 0694

[N\\_info@greatplacetowork.com](mailto:N_info@greatplacetowork.com)

## Address

Gonnetstraat 26

2011 KA Haarlem

Nederland



**Great Place To Work**®

© 2024 Great Place To Work Nederland