

**Culture Audit: template action plan**

This template serves as an example to develop your Culture Audit. Would you like additional tools and guidance in developing your Culture Audit? Please contact your Customer Success Manager. He or she will be happy to think along with you.

All documents and information about the Culture Audit can be found [here](https://www.greatplacetowork.nl/en/offerings/culture-audit).

Date:

Organization:

Project group\* (name and role):

* Person ultimately responsible:
* Composer:
* Note-taker:
* Project member 1:
* Project member 2:
* Project member 3:

\*We recommend that you make members of the management team part of the project group. After all, they have an important role to play in the strategic approach to being a good employer in your organization.

**Practical information**

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 affect the evaluation.

Time schedule

* During the list year of 2024-2025, you can submit the Culture Audit throughout the whole year. The ultimate deadline for submission is **February 1st, 2025**.
* We will evaluate and calibrate all Culture Audits in February and March.
* You will receive the evaluation report in April.
* At the end of April, you will know whether your organization is one of the Best Workplaces 2025.
* In June we will announce the ranking of the Best Workplaces 2025.

**Question 1 – Trust**

Describe the philosophy and fundamentals of your organizational culture. What core qualities make that 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?

**Answer this question in no more than 5,000 words. Tips on answering this question can be found** [**here**](https://www.greatplacetowork.nl/hubfs/Culture%20Audit%20%28EN%29%202022-23.pdf)**.**

|  |  |
| --- | --- |
| Vision on or first thoughts about this question |  |
| Important initiatives and/or programs (maximum 3) |  |
| Who is the person ultimately responsible for filling out this question? |  |
| Who do you need to answer this question and why? |  |
| What do you need to answer this question? |  |
| Action points | 1. Action point
2. Action point
3. Action point
 |
| Deadline draft version  |  |
| Final editor |  |
| Final version |  |

**Question 2 – Meaningful values**

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

**Answer this question in no more than 3,000 words. Tips on answering this question can be found** [**here**](https://www.greatplacetowork.nl/hubfs/Culture%20Audit%20%28EN%29%202022-23.pdf)**.**

|  |  |
| --- | --- |
| Vision on or first thoughts about this question |  |
| Important initiatives and/or programs (maximum 3)  |  |
| Who is the person ultimately responsible for filling out this question? |  |
| Who do you need to answer this question and why? |  |
| What do you need to answer this question? |  |
| Action points | 1. Action point
2. Action point
3. Action point
 |
| Deadline draft version  |  |
| Final editor |  |
| Final version |  |

**Question 3 – Leadership effectiveness**

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?

**Answer this question in no more than 5,000 words. Tips on answering this question can be found** [**here**](https://www.greatplacetowork.nl/hubfs/Culture%20Audit%20%28EN%29%202022-23.pdf)**.**

|  |  |
| --- | --- |
| Vision on or first thoughts about this question |  |
| Important initiatives and/or programs (maximum 3)  |  |
| Who is the person ultimately responsible for filling out this question? |  |
| Who do you need to answer this question and why? |  |
| What do you need to answer this question? |  |
| Action points | 1. Action point
2. Action point
3. Action point
 |
| Deadline draft version  |  |
| Final editor |  |
| Final version |  |

**Question 4 – Maximizing human 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.

**Answer this question in no more than 5,500 words. Tips on answering this question can be found** [**here**](https://www.greatplacetowork.nl/hubfs/Culture%20Audit%20%28EN%29%202022-23.pdf)**.**

|  |  |
| --- | --- |
| Vision on or first thoughts about this question |  |
| Important initiatives and/or programs (maximum 3)  |  |
| Who is the person ultimately responsible for filling out this question? |  |
| Who do you need to answer this question and why? |  |
| What do you need to answer this question? |  |
| Action points | 1. Action point
2. Action point
3. Action point
 |
| Deadline draft version  |  |
| Final editor |  |
| Final version |  |

**Question 5 – Innovation**

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?

**Answer this question in no more than 5,000 words. Tips on answering this question can be found** [**here**](https://www.greatplacetowork.nl/hubfs/Culture%20Audit%20%28EN%29%202022-23.pdf)**.**

|  |  |
| --- | --- |
| Vision on or first thoughts about this question |  |
| Important initiatives and/or programs (maximum 3)  |  |
| Who is the person ultimately responsible for filling out this question? |  |
| Who do you need to answer this question and why? |  |
| What do you need to answer this question? |  |
| Action points | 1. Action point
2. Action point
3. Action point
 |
| Deadline draft version  |  |
| Final editor |  |
| Final version |  |

**Question 6 – Bold Leadership**

What bold actions and choices has leadership taken and made to pursue being a great place to work For All? This can impact your organization as well as society.

**Answer this question in no more than 5,000 words. Tips on answering this question can be found** [**here**](https://www.greatplacetowork.nl/hubfs/Culture%20Audit%20%28EN%29%202022-23.pdf)**.**

|  |  |
| --- | --- |
| Vision on or first thoughts about this question |  |
| Important initiatives and/or programs (maximum 3)  |  |
| Who is the person ultimately responsible for filling out this question? |  |
| Who do you need to answer this question and why? |  |
| What do you need to answer this question? |  |
| Action points | 1. Action point
2. Action point
3. Action point
 |
| Deadline draft version  |  |
| Final editor |  |
| Final version |  |