



Culture Clarity™

Leadership-ready culture intelligence

Sample Client

Aug 2026



YOUR CULTURE DATA REPORT

PREFACE

Culture isn't a feeling. It's a system — and like any system, it can be measured, understood, and improved.

At Cultureful®, we built Culture Clarity™ for leaders who are done guessing. Leaders who want to know exactly where their culture stands, what's driving their people, and what to do next. Not a vague survey. Not a consultant's opinion. Your data, made clear.

What you're holding is the result of your team's honest feedback — organized, analyzed, and translated into insight you can act on. You'll see where your culture is strong, where it's fragile, and which areas deserve your attention first.

This is the first step. But it only counts if you take the next one.

The organizations that transform their cultures don't wait for perfect conditions. They start with clarity — and they move.

Thank you for investing in your people. We're here to help you make it count.



Will Scott

Founder & CEO, The Culture Fix®

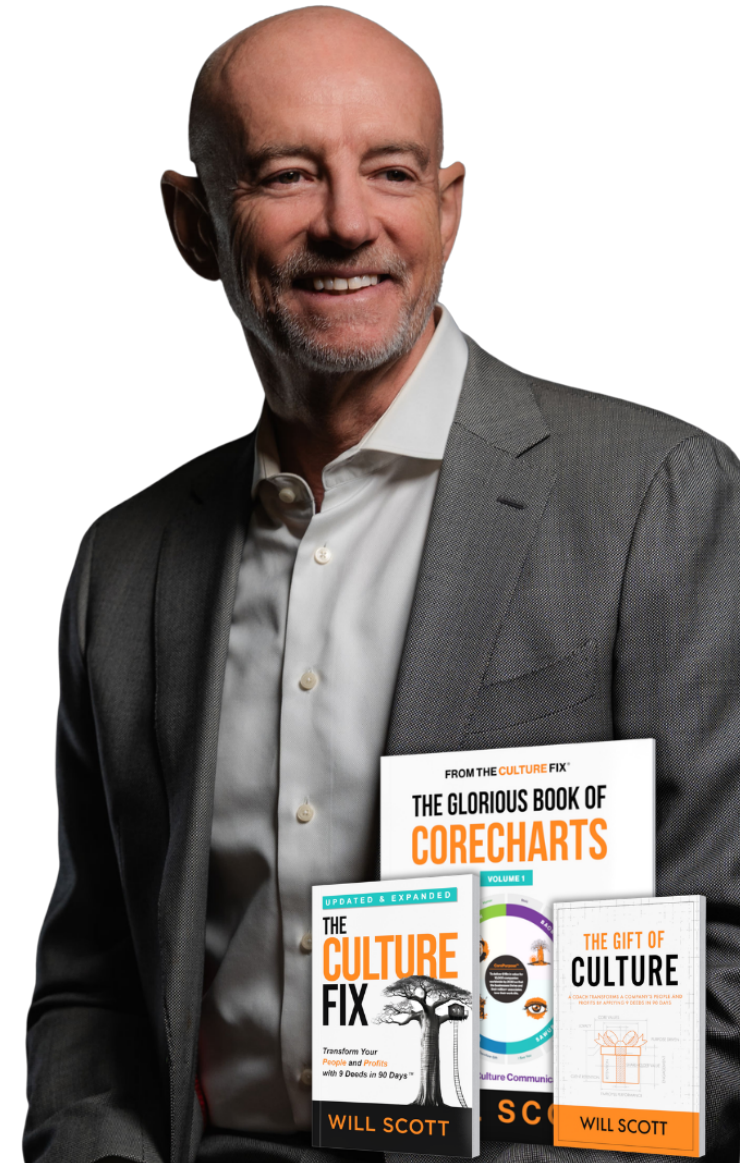


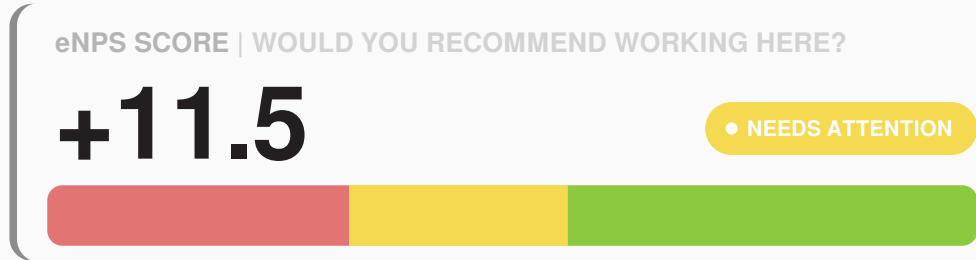
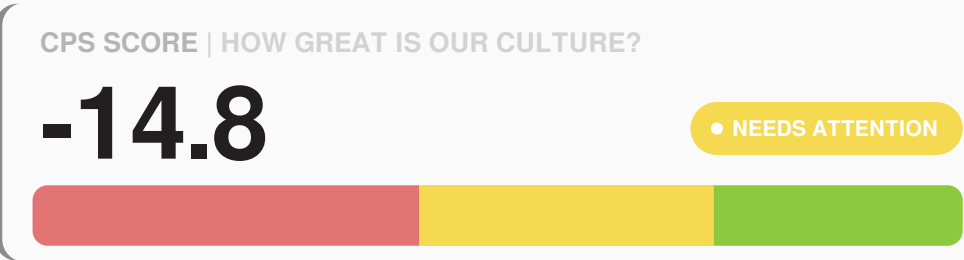
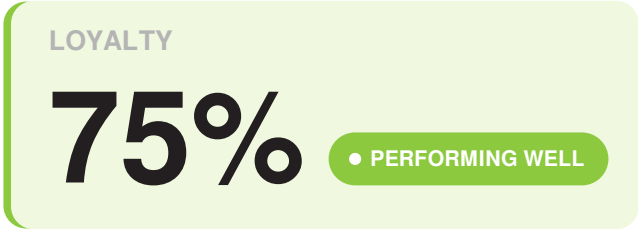
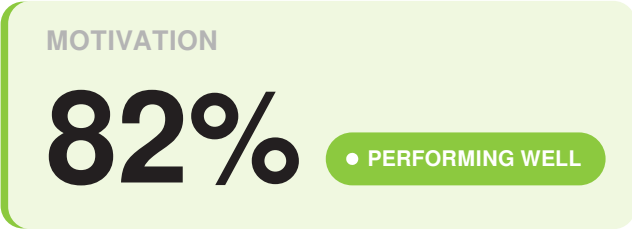
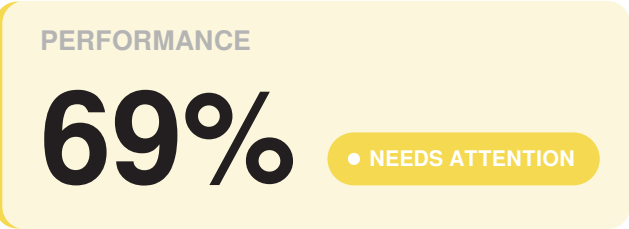
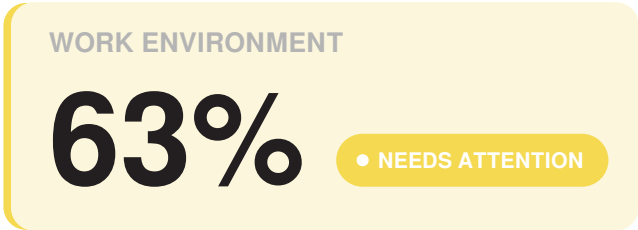
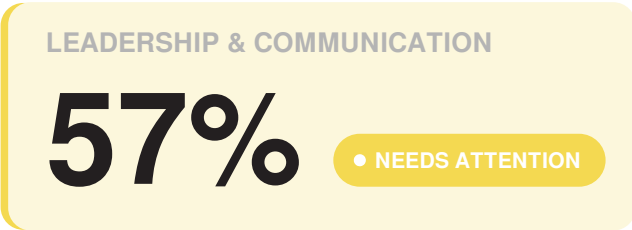
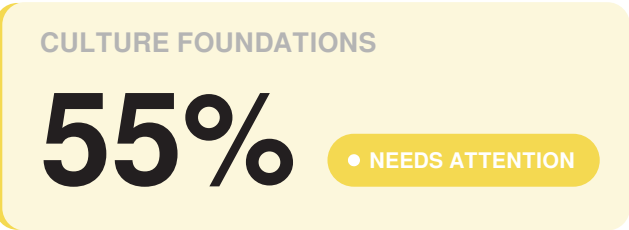
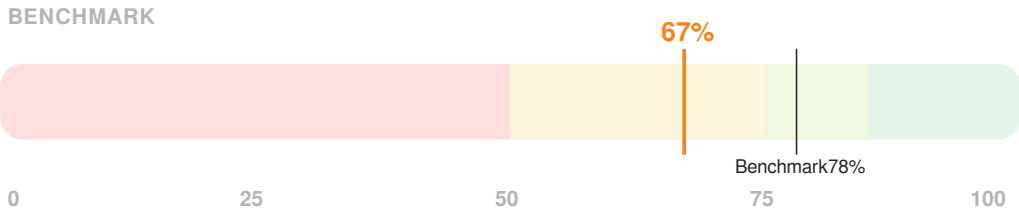
TABLE OF CONTENTS

Culture Fulfillment Snapshot	4
Survey Respondent Demographics	5
Employee Rating of Your Culture	6
Strength of Core Values	7
Culture Stars and their Characteristics	8
Employee Wellbeing	9
Employee Motivation	10
Employee Loyalty	11
Strength of Culture Tools	12
eNPS & NPS Score	13
Next Steps	14
Appendix: Demographic Breakdown of Results	15



CULTURE FULFILLMENT **SNAPSHOT**

OVERALL SCORE



CULTURE FOUNDATIONS

55%

NEEDS ATTENTION

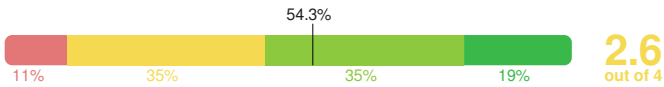
SCORE STRENGTH

Critical Concern (1-2.5)	Needs Attention (2.5-3)
Performing Well (3-3.4)	Truly Thriving (3.5-4)

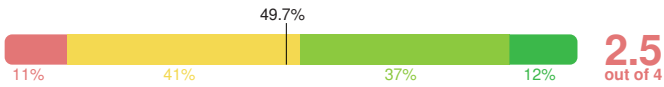
OVERALL ALIGNMENT
AVERAGE SCORE ON A 4-POINT SCALE

1.28 LEADERSHIP	1.48 EMPLOYEES	-0.2 THE GAP
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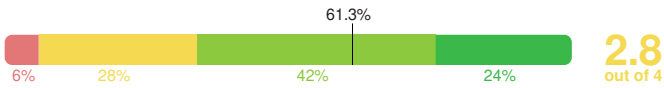
Rating of Organizational Culture



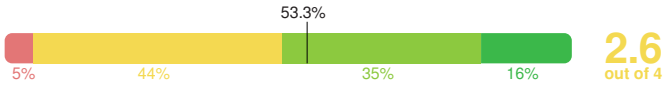
How well your employees know your values



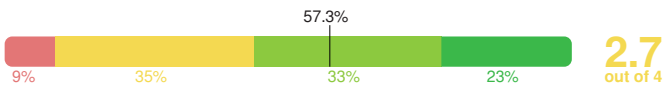
Personally identify with the values



Co-workers demonstrate the values



Leadership demonstrate the values



Never Sometimes Often Consistently

STRONGEST AREA ✓

Employees connect with the values more than other culture signals, though alignment remains weak.

BIGGEST GAP !

Employees see stronger peer alignment with the values than leadership currently does.

FOCUS AREA 🎯

Simplify, visualize and repeat the values regularly so they become easier to remember and apply.

CULTURE FOUNDATIONS

Sample Client

Aug 2026

N: 243 (L: 18, E: 225)

55%

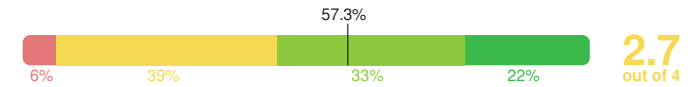
NEEDS ATTENTION

SCORE STRENGTH

- Critical Concern (1-2.5)
- Needs Attention (2.5-3)
- Performing Well (3-3.4)
- Truly Thriving (3.5-4)

Leadership Only Assessment

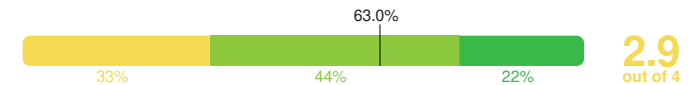
Clear, well-defined core values with behaviors



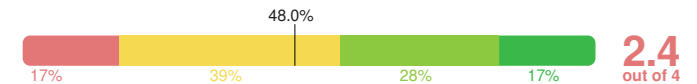
Core values visually represented and publicly displayed



Core value-based questions in interviews



Objective system to measure cultural alignment



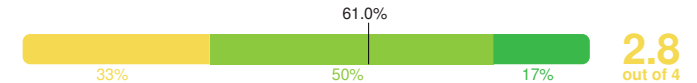
Public recognition for demonstrating core values



Regular assessment of cultural health



Defined greater purpose guiding core values



Strongly Disagree Disagree Agree Strongly Agree

STRONGEST AREA



Values-based hiring appears stronger here than other systems, though consistency still varies.

FOCUS AREA



Build formal (like our Notice & Nominate) and informal recognition rituals tied directly to visible core value behaviors.

LEADERSHIP & COMMUNICATION

57%

NEEDS ATTENTION

SCORE STRENGTH

Critical Concern (1-2.5)

Needs Attention (2.5-3)

Performing Well (3-3.4)

Truly Thriving (3.5-4)

OVERALL ALIGNMENT
AVERAGE SCORE ON A 4-POINT SCALE

2.64

 LEADERSHIP

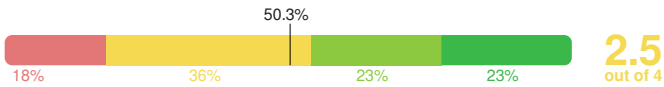
2.36

 EMPLOYEES

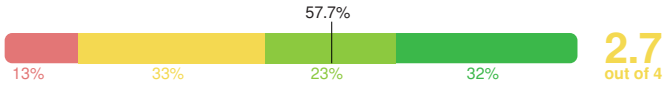
0.28

 THE GAP

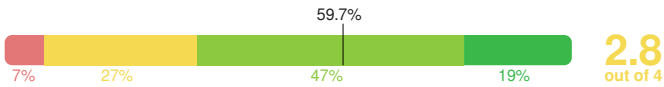
Manager's awareness of employee's interests



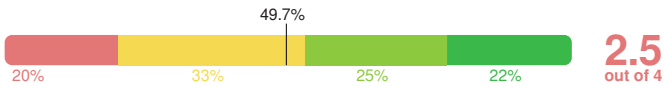
Manager connects daily work to company purpose



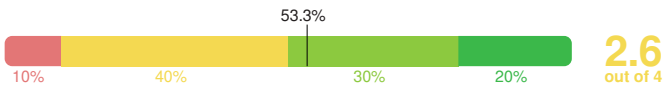
Overall quality of the manager relationship*



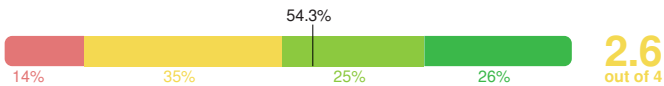
Senior leader's genuine care for employee development



Follow-through on employee feedback and concerns



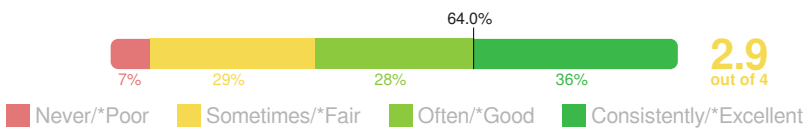
Respectful leadership communication under pressure



Clarity on company direction and decision-making



Consistent and fair application of standards



STRONGEST AREA



Employees understand where the organization is heading. Clarity improves alignment and execution.

BIGGEST GAP



Leaders view communication as more respectful than employees currently experience.

FOCUS AREA



Create regular leadership listening conversations. Visible care improves wellbeing and retention.

WORK ENVIRONMENT

63%

NEEDS ATTENTION

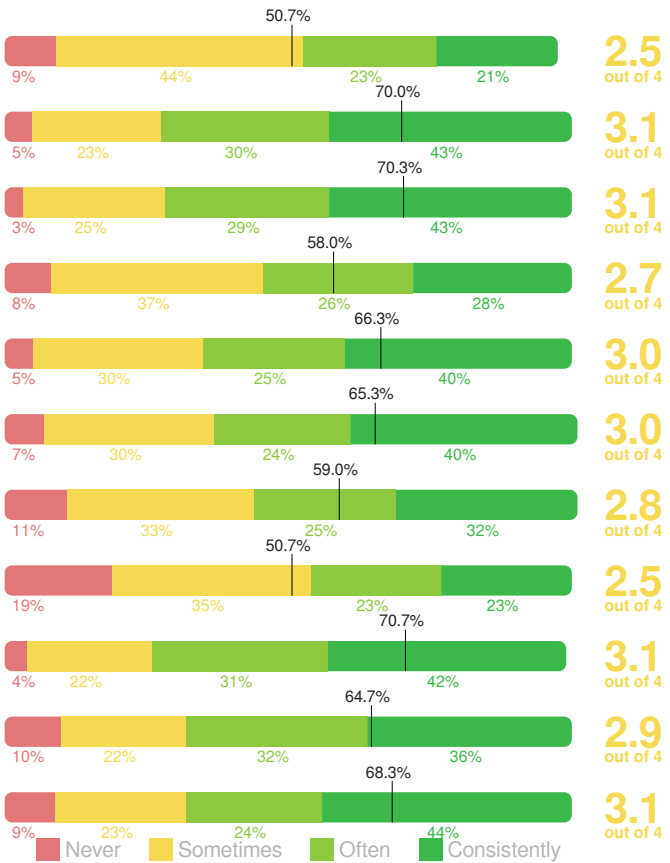
SCORE STRENGTH

Critical Concern (1-2.5)	Needs Attention (2.5-3)
Performing Well (3-3.4)	Truly Thriving (3.5-4)

OVERALL ALIGNMENT
AVERAGE SCORE ON A 4-POINT SCALE

2.72 LEADERSHIP	2.52 EMPLOYEES	0.2 THE GAP
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- Overall fulfillment of employee needs
- Clarity of role and expectations
- Access to resources needed to do quality work
- Value placed on employee opinions and input
- Mutual support and teamwork among colleagues
- Sense of belonging and appreciation
- Meaningful recognition formally and informally
- Perceived fairness of compensation
- Alignment of work difficulty with skills and abilities
- Opportunities for risk-taking, learning, and growth
- Psychological safety to be honest about mistakes



STRONGEST AREA

✓

Employees feel appropriately challenged in their work. Healthy challenge supports growth and engagement.

BIGGEST GAP

!

Leaders perceive their overall needs are met more consistently than employees currently do.

FOCUS AREA

🎯

Improve compensation transparency and regularly review pay fairness across comparable roles.

PERFORMANCE

69%

NEEDS ATTENTION

SCORE STRENGTH

Critical Concern (1-2.5)	Needs Attention (2.5-3)
Performing Well (3-3.4)	Truly Thriving (3.5-4)

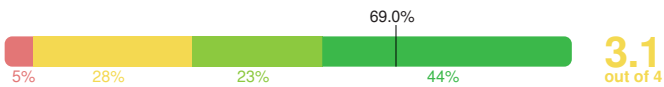
OVERALL ALIGNMENT
AVERAGE SCORE ON A 4-POINT SCALE

2.04	2.8	-0.76
LEADERSHIP	EMPLOYEES	THE GAP

Accountability and commitment to quality work



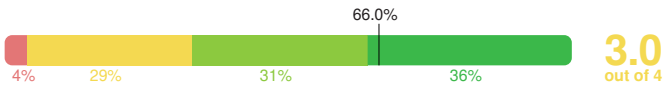
Identification and correction of poor performance



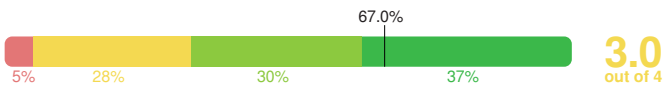
Team's consistency in meeting goals and standards



Cross-team collaboration and effectiveness



Effectiveness of systems and processes



Never Sometimes Often Consistently

STRONGEST AREA

✓

Employees experience strong accountability and commitment to quality work. That builds trust and execution.

BIGGEST GAP

!

Employees experience poor performance being addressed more consistently than leadership currently does.

FOCUS AREA

🎯

Improve communication, coordination, and shared accountability across teams and departments.

MOTIVATION

82%

PERFORMING WELL

SCORE STRENGTH

Critical Concern (0-5)	Needs Attention (5-7)
Performing Well (7-9)	Truly Thriving (9-10)

OVERALL ALIGNMENT
AVERAGE SCORE ON A 10-POINT SCALE

8	8.2	-0.2
LEADERSHIP	EMPLOYEES	THE GAP

Motivation to exceed responsibilities



Satisfaction with workplace relationships



Connection to the organization's purpose and values



Fulfillment in current job



Attitude towards starting the workweek



STRONGEST AREA ✓

Employees identify with the company's purpose and values. Purpose is a major motivation driver.

BIGGEST GAP !

Employees feel more connected to the company's purpose and values than leadership currently does.

FOCUS AREA 🎯

Strengthen team connection through collaboration, recognition, and shared wins.

LOYALTY



SCORE STRENGTH

Critical Concern (0-5)	Needs Attention (5-7)
Performing Well (7-9)	Truly Thriving (9-10)

OVERALL ALIGNMENT

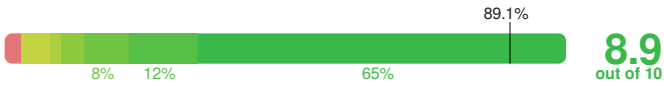
AVERAGE SCORE ON A 10-POINT SCALE

8.1	7.4	0.7
LEADERSHIP	EMPLOYEES	THE GAP

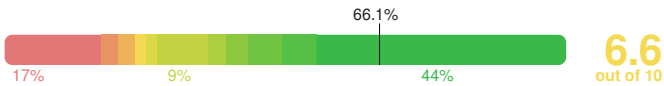
Long-term commitment to the organization



Pride in the organization's impact on the world



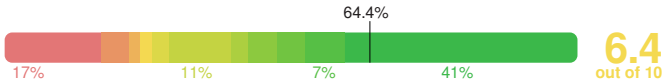
Loyalty if offered 15% salary increase elsewhere



Alignment with personal career aspirations



Disinterest in active job seeking



STRONGEST AREA



Employees feel proud of the organization's impact. Pride strengthens advocacy and loyalty.

BIGGEST GAP



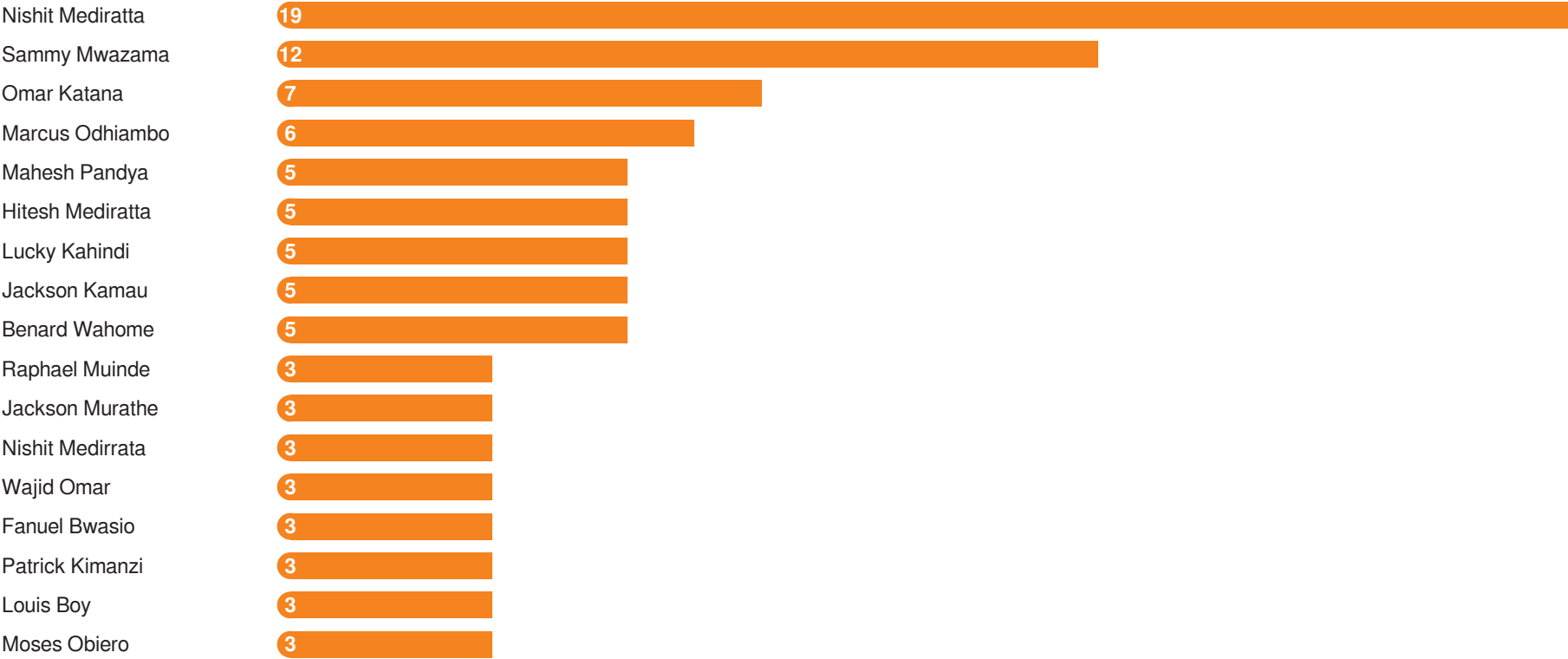
Leaders are actively considering other opportunities less than employees currently are.

FOCUS AREA



Address early retention signals through visible care, growth conversations, and manager follow-up.

MOST COMMONLY NOMINATED



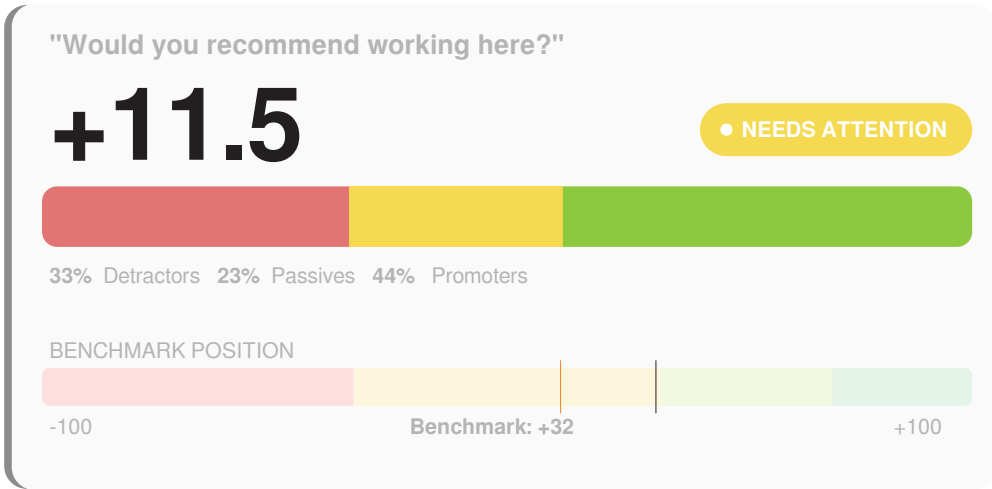
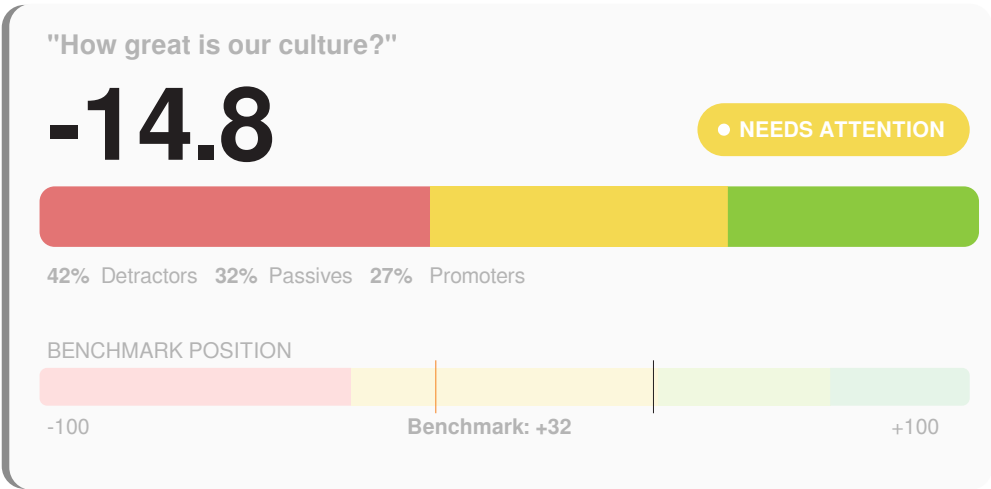
THE IMPORTANCE OF CULTURE CHAMPIONS

92% of high-performing organizations have a culture champion employees can name. Only 8% of low performers do. That visibility alone is **worth 25% on culture health.** These individuals embody your culture. **Recognize, retain, and learn from them.**

PROMOTER-BASED SCORES.

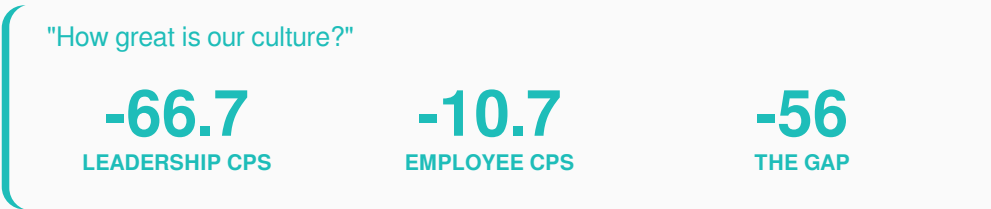
On a scale of -100 to +100, your company scores as follows. High scores are linked to better employee retention, increased productivity, and higher revenue growth.

ALL RESPONDENTS



*Scores are calculated using the Net Promoter methodology. Only the "Would you recommend working here?" question represents eNPS

LEADERSHIP VS. EMPLOYEE ALIGNMENT *NPS scores compared*



UNLOCK YOUR TEAM'S POTENTIAL

Culture is measurable, predictable, and provable. Here's what the data says about what moves the needle - and what it's worth.

Purpose Connection



+23 PTS

Wellbeing per 1-pt improvement

Train managers to connect daily work to company purpose

3-5x return in reduced turnover and burnout

Leadership Care



+21 PTS

Wellbeing per 1-pt improvement

25% higher retention rates

Value Integration



+16 PTS

Culture Health per 1-pt improvement

Build peer accountability systems around daily values and their behaviors.

15-20% improvement in operational efficiency.

Source: Cultureful 2025 Workplace Culture Report - 8671 employees - 44+ organizations

THE REPORT BEHIND THE NUMBERS

Every year, we analyze survey data across every organization we work with to uncover the trends shaping workplace culture - and the actions that deliver the biggest return. Read the full Workplace Culture Report [here](#).



YOUR CULTURE TOOLKIT

Your data is a starting point, not a verdict. Whatever your scores, there's a clear path forward - and we're here to walk it with you.



The Culture Fix® Book

Practical frameworks for intentional culture leadership by Will Scott.



Employee Interviews

Deeper qualitative insight through one-on-one employee conversations.



Culture Companion GPT

Your always-on AI tool for culture questions, frameworks, and guidance.



Cultureful OptiMode

A platform that drives daily performance through culture reinforcement and measurement.



Fractional Coaching

Ongoing culture coaching without the full-time commitment.



Culture Fulfillment Program

The complete step-by-step culture transformation framework.

About Cultureful™

At Cultureful™, we help leaders build accountable, high-performing cultures where employees feel valued, engaged, and fulfilled — strengthening performance, loyalty, and long-term growth.



chloe@theculturefix.works

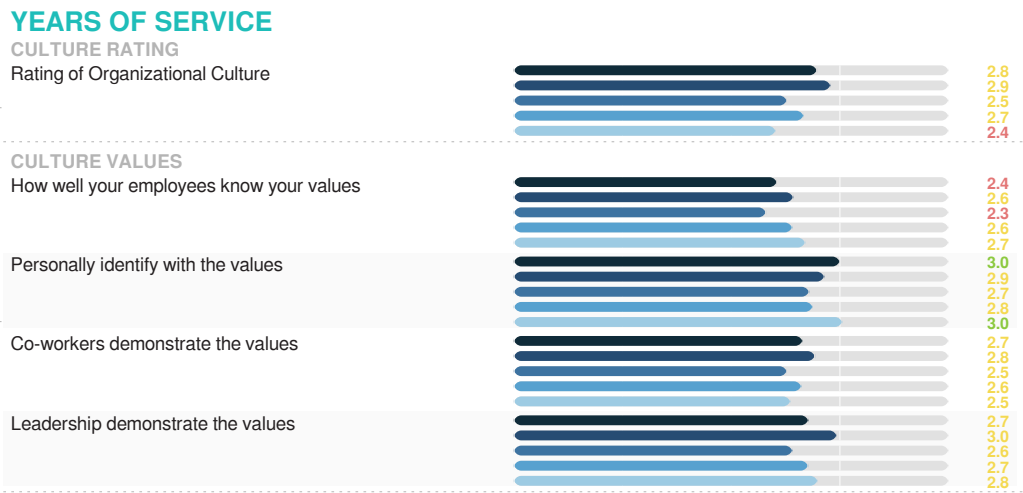
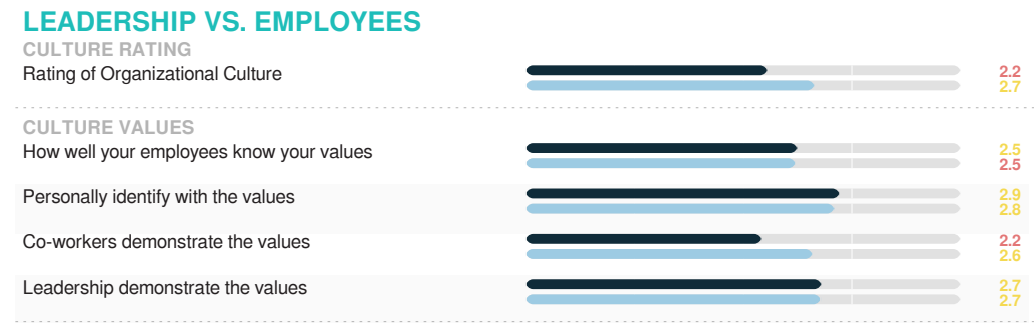


<https://www.cultureful.works/>



CULTURE FOUNDATIONS BY DEMOGRAPHIC

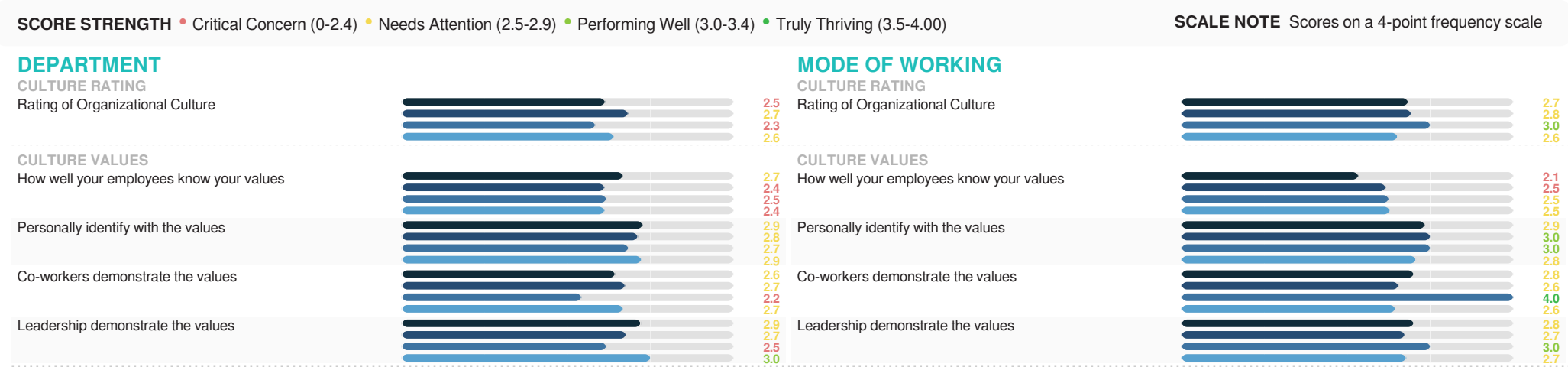
SCORE STRENGTH ● Critical Concern (0-2.4) ● Needs Attention (2.5-2.9) ● Performing Well (3.0-3.4) ● Truly Thriving (3.5-4.00) **SCALE NOTE** Scores on a 4-point frequency scale



■ Leadership ■ Employees

■ <1 yr ■ 1-2 yrs ■ 3-5 yrs ■ 6-10 yrs ■ 10+ yrs

CULTURE FOUNDATIONS BY DEMOGRAPHIC

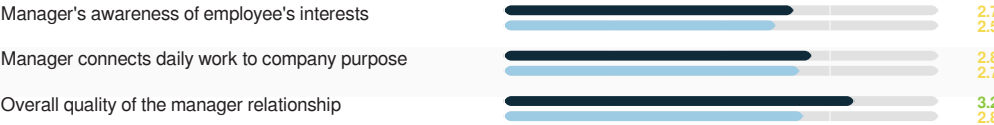


LEADERSHIP & COMMUNICATION BY DEMOGRAPHIC

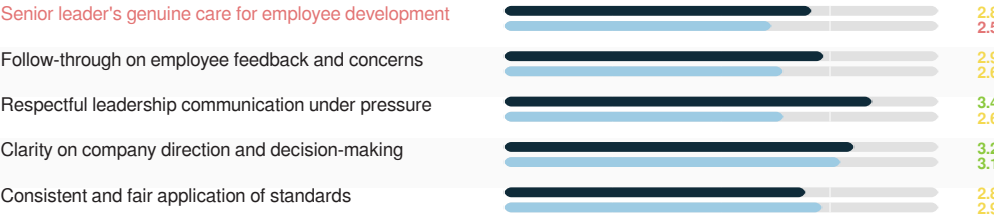
SCORE STRENGTH ● Critical Concern (0-2.4) ● Needs Attention (2.5-2.9) ● Performing Well (3.0-3.4) ● Truly Thriving (3.5-4.00) **SCALE NOTE** Scores on a 4-point frequency scale

LEADERSHIP VS. EMPLOYEES

MANAGER RELATIONSHIP

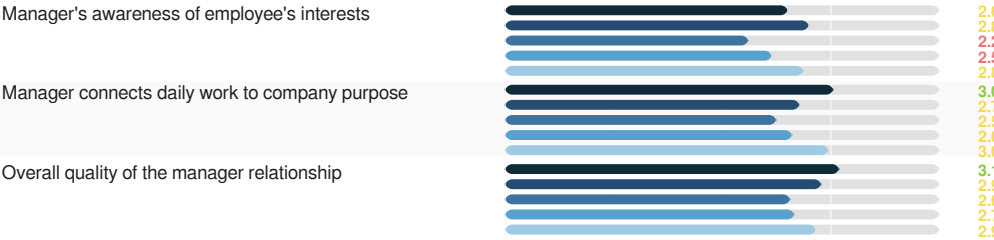


SENIOR LEADERSHIP BEHAVIOR



YEARS OF SERVICE

MANAGER RELATIONSHIP



SENIOR LEADERSHIP BEHAVIOR



■ Leadership ■ Employees

■ <1 yr ■ 1-2 yrs ■ 3-5 yrs ■ 6-10 yrs ■ 10+ yrs

LEADERSHIP & COMMUNICATION BY DEMOGRAPHIC

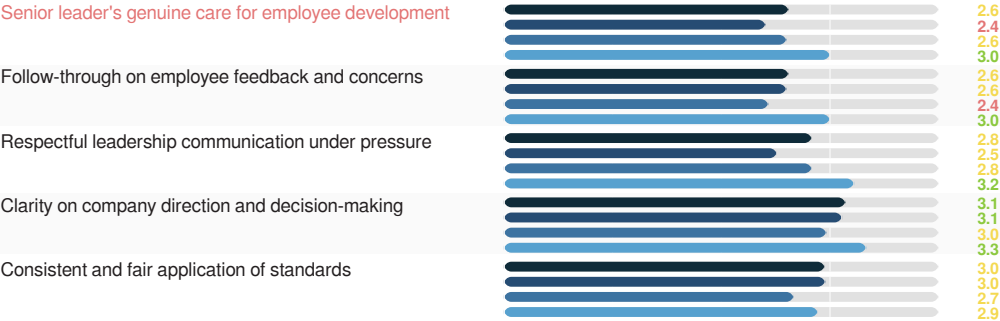
SCORE STRENGTH Critical Concern (0-2.4) Needs Attention (2.5-2.9) Performing Well (3.0-3.4) Truly Thriving (3.5-4.00) **SCALE NOTE** Scores on a 4-point frequency scale

DEPARTMENT

MANAGER RELATIONSHIP



SENIOR LEADERSHIP BEHAVIOR

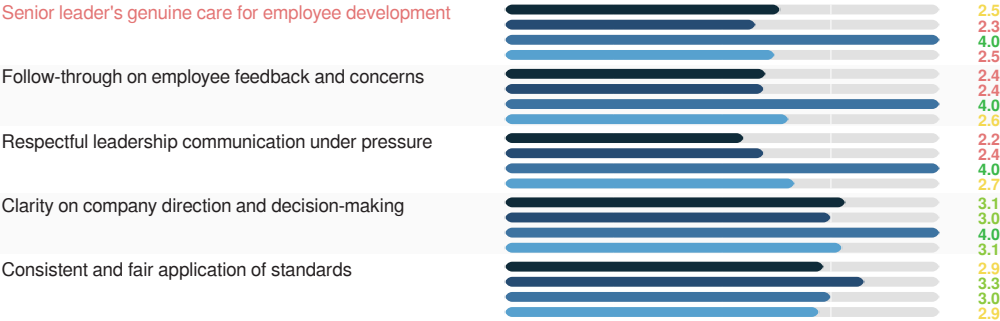


MODE OF WORKING

MANAGER RELATIONSHIP



SENIOR LEADERSHIP BEHAVIOR



WORK ENVIRONMENT BY DEMOGRAPHIC

SCORE STRENGTH ● Critical Concern (0-2.4) ● Needs Attention (2.5-2.9) ● Performing Well (3.0-3.4) ● Truly Thriving (3.5-4.00) **SCALE NOTE** Scores on a 4-point frequency scale

LEADERSHIP VS. EMPLOYEES

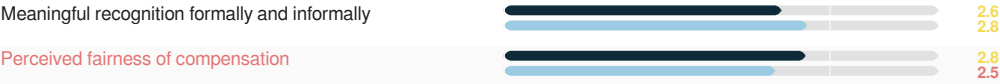
CLARITY AND SUPPORT



BELONGING AND VOICE



RECOGNITION AND REWARD



GROWTH AND CHALLENGE



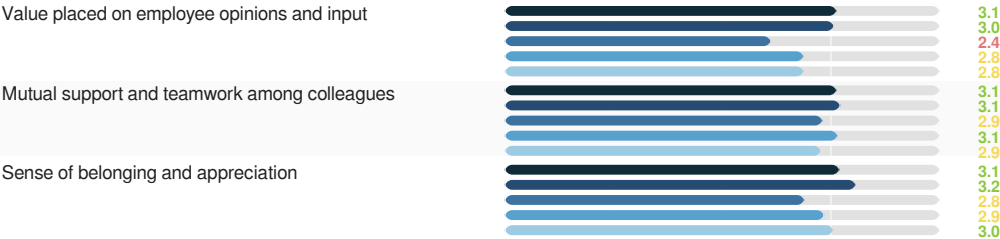
■ Leadership ■ Employees

YEARS OF SERVICE

CLARITY AND SUPPORT



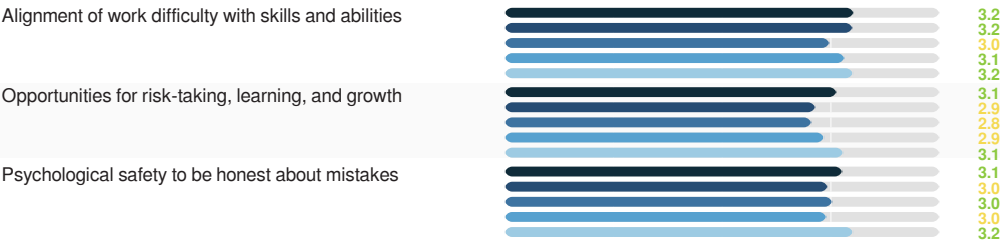
BELONGING AND VOICE



RECOGNITION AND REWARD



GROWTH AND CHALLENGE



■ <1 yr ■ 1-2 yrs ■ 3-5 yrs ■ 6-10 yrs ■ 10+ yrs

SCALE NOTE Scores on a 4-point frequency scale

MODE OF WORKING

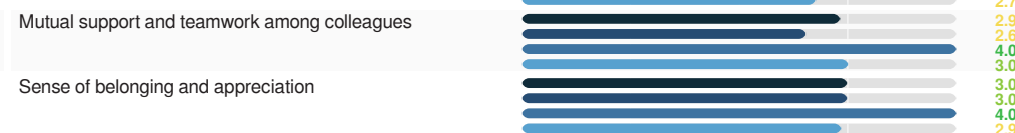
CLARITY AND SUPPORT

Overall fulfillment of employee needs



BELONGING AND VOICE

Value placed on employee opinions and input



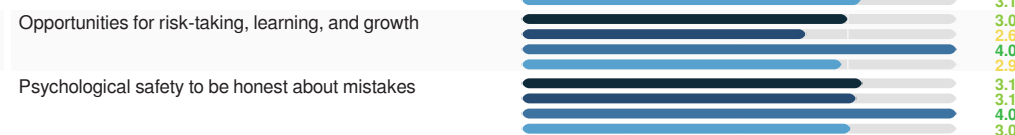
RECOGNITION AND REWARD

Meaningful recognition formally and informally



GROWTH AND CHALLENGE

Alignment of work difficulty with skills and abilities



flexible home exclusively hybrid office exclusively

PERFORMANCE BY DEMOGRAPHIC

SCORE STRENGTH ● Critical Concern (0-2.4) ● Needs Attention (2.5-2.9) ● Performing Well (3.0-3.4) ● Truly Thriving (3.5-4.00) **SCALE NOTE** Scores on a 4-point frequency scale

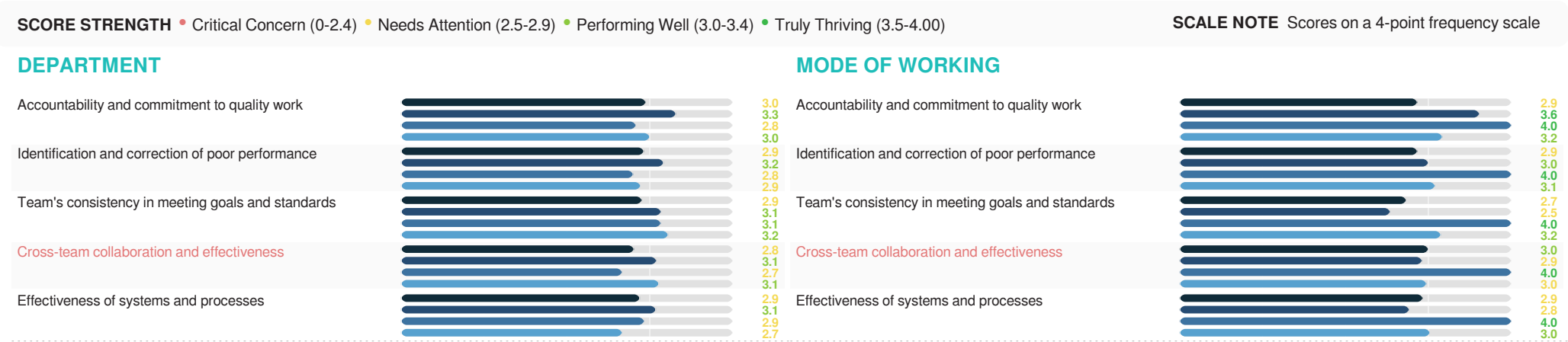


■ Leadership ■ Employees



■ <1 yr ■ 1-2 yrs ■ 3-5 yrs ■ 6-10 yrs ■ 10+ yrs

PERFORMANCE BY DEMOGRAPHIC



Customer & Revenue Innovation

Operations & Delivery

Corporate & Administrative Services

Strategy & Innovation

flexible

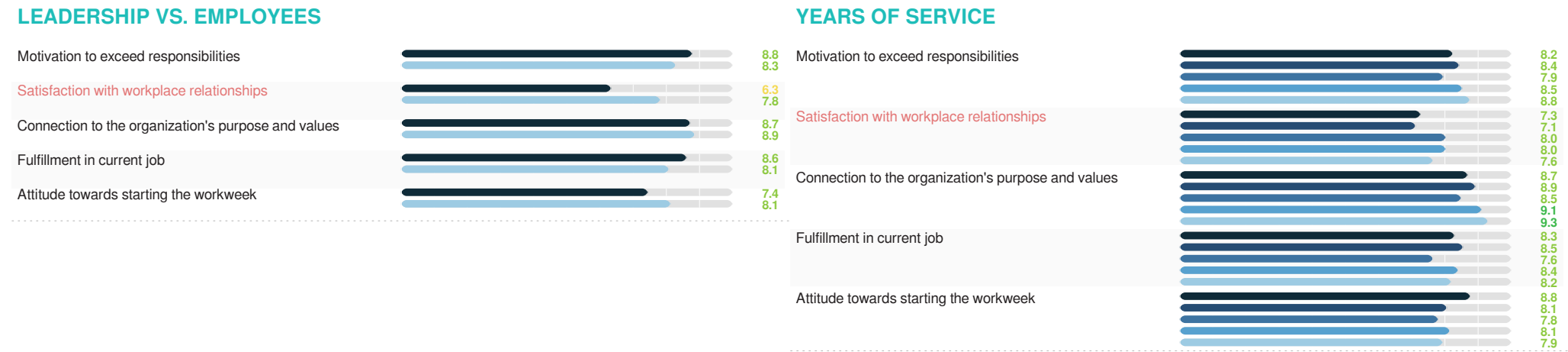
home exclusively

hybrid

office exclusively

MOTIVATION BY DEMOGRAPHIC

SCORE STRENGTH ● Critical Concern (0-5) ● Needs Attention (5-7) ● Performing Well (7-9) ● Truly Thriving (9-10) **SCALE NOTE** Scores on a 10-point frequency scale



■ Leadership ■ Employees ■ <1 yr ■ 1-2 yrs ■ 3-5 yrs ■ 6-10 yrs ■ 10+ yrs

MOTIVATION BY DEMOGRAPHIC



LOYALTY BY DEMOGRAPHIC

SCORE STRENGTH ● Critical Concern (0-5) ● Needs Attention (5-7) ● Performing Well (7-9) ● Truly Thriving (9-10)

SCALE NOTE Scores on a 10-point frequency scale



Leadership

Employees

<1 yr

1-2 yrs

3-5 yrs

6-10 yrs

10+ yrs

SCALE NOTE Scores on a 10-point frequency scale

MODE OF WORKING



flexible home exclusively hybrid office exclusively