**Why assess the culture of your workplace?**

The health of the culture has direct impact on the success of an organization. An unhealthy culture contributes to absenteeism, turnover, inefficiencies, lack of productivity, conflict, and lower profit. When team members thrive so does the culture. Positive cultures have healthier, happier, and more productive employees who are less likely to leave. This results in a stronger bottom line. Today’s employers of choice prioritize cultural health.

**How do you measure the health of workplace Culture?**

At DPG we have two tools for measuring cultural health. The *REACH Culture Survey* and our *DPG Pulse Survey*. While they both assess culture, they serve different functions and work best when used in tandem. Maintaining culture health has similarities to maintaining physical health, so we use the analogy to explain our tools.

**REACH Culture Survey**



The *REACH Culture* *Survey* provides an in-depth review of both the engagement of team members in 6 areas and also how well the culture exhibits 16 characteristics scientifically proven to produce stronger leaders and healthier cultures.   
  
It provides to organizational health what an in-depth bloodwork panel provides to physical health. Whether you see a doctor because of symptoms or for a wellness visit, bloodwork is important. It reveals or confirms things not easily identified in an office visit. A *REACH Culture* reveals the strengths and vulnerabilities in your organization’s culture at a level that is specific and actionable.

This 22-question online survey allows participants to anonymously answer questions about organizational culture, leader/follower relations, communication, recognition, organizational purpose, outlook, and more. It takes most people around 10-15 minutes to complete. It includes a 60-minute debrief and an action plan for improvement.

**DPG Pulse Survey**



If a REACH Culture compares to an in-depth blood panel, a Pulse Survey can be compared to taking vital signs. It is a quick, easy, low-tech way to monitor something specific. Where a doctor will monitor by checking your heart rate, at DPG we use the Pulse Survey to make a quick check on how the organization is responding to something specific, like the progress of an action plan, a change in leadership, or a new policy, etc. Although Pulse Surveys can stand alone, for best organizational health we recommend running an annual Culture Survey and following that survey with Pulse Surveys to be sure the action plan created from the Culture Survey results is being effective in positively impacting the culture.

DPG guides you in selecting 5-10 survey questions. Participants have the option to include a comment with each response. This can typically be completed in 3-10 minutes. Responses can be anonymous. We email a survey link to participants, debrief a report of results with you, and work with you to create an action plan.