

UNLOCK THE CULTURE CODE



Organizational culture is complex. It is influenced on all sides — by individual employees, leadership styles, team dynamics and the authenticity and effectiveness of a brand. To build a culture that thrives, you need an integrated approach.

*Looking to engage and develop employees?
Need to grow leaders who can inspire action?
Want to resolve conflict and strengthen team connections?
Trying to attract employees who are a cultural fit?*



CultureTalk is the bridge between the individual and the organization. It helps to align the core values and culture of a company with the way we hire, pay, promote and promise.

Two Surveys. One System.

CultureTalk offers two online assessments – *one for organizations and one for individuals* – that use the same, simple, story-based framework to identify strengths and shadows through 12 Archetypal storylines.

PETER BOUCHER
FORMER CHIEF HR OFFICER
FIRST DATA

The Organizational Survey

Measure underlying beliefs and behaviors. Survey your entire team or a representative sample. Use demographic questions to customize your report, comparing groups of employees across locations, departments, tenure and more.

The Individual Survey

Measure personal values and perceptions. Everyone gets their own personal report; results are compiled for managers. Build awareness and enhance communication, collaboration, conflict resolution and growth.

What can be measured, can be molded.

Integrate CultureTalk insights into strategic action plans that move individuals and organizations forward in lock step:

- Leadership development and professional growth
- Team collaboration and success
- Growth, change and culture shift initiatives
- Organizational and employment brand positioning
- Recruiting, on-boarding and retention programs
- Space design to enhance experiences and outcomes

