

# How to Measure & Shape **WORKPLACE CULTURE**

**Culture can be a significant competitive advantage. How are you proactively shaping your organization's culture so that you get the business outcomes, brand, and create the customer experience you want?**

Wait, did we just ask you how you're "shaping" your organization's culture?

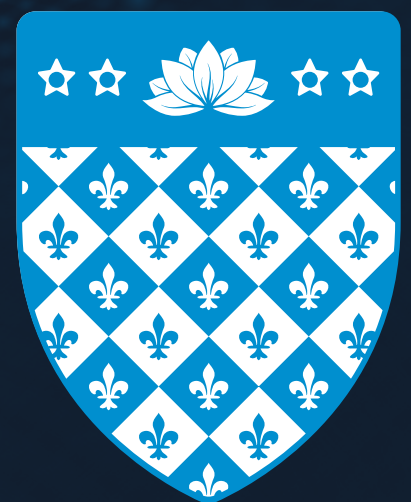
Yes, we did. As powerful as culture is for organizations, there are significant challenges to leveraging culture to obtain desired business outcomes. Not the least of which is confusion about what, how, and where to focus resources to leverage culture as a competitive advantage.

It's time to fix that and finally unleash the power of culture to enable your business strategy. Let's start with some important contextual information.

## **What is Culture?**

The word culture was first introduced in ancient Rome around 100 BC. The word used at the time was *colere*, which directly translated to mean "to take care of, guard, or cultivate." The origin of the word culture was rooted (pun intended) in the idea of growth, particularly agricultural growth.

Over 1,000 years later, in the 1500s, the word culture was first used to describe intellectual or educational growth. In 1867, culture was specifically used to describe the customs, behaviors, and achievements of a group of people.



Amazing Workplace  
Culture Award

## **What is Workplace Culture?**

Workplace culture is simply defined as "the attitudes and behavior characteristics of a group of people (at a workplace)."

- **It is the way employees act or behave at work.**
- **It is the way employees describe how people act or behave at work.**
- **It is the way that customers describe how employees act or behave at a workplace.**

# How do you Measure Culture at Work?

People know how they would describe the way other people act or behave at work. They are also able to describe how they act or behave at work. This is why the only effective way to measure your workplace culture is to ask your employees.

Amazing Workplace has four unique, patent-pending surveys that provide workplaces with the tools needed to measure and shape culture.

## Amazing Workplace Culture Surveys



1

### Patent Pending Culture Survey©

A culture survey asks questions about how employees would describe the way other employees act and behave at work. This gives a workplace a clear understanding of how employees would describe the culture at a workplace.

2

### Patent Pending Culture Feedback Survey©

A culture feedback survey presents a list of attitudes and behavior characteristics created by a workplace that best describe the desired culture. Employees then provide feedback on how other people act and behave as compared with the desired culture list.

3

### Patent Pending Culture Shaping Survey©

A culture shaping survey presents a list of attitudes and behavior characteristics created by a workplace that best describe the desired culture. Employees then review this list, answer questions, and fill out information demonstrating an understanding of the desired culture.

4

### Patent Pending Culture Creation Survey©

A culture creation survey presents employees with the opportunity to list attitudes and behavior characteristics that they observe at a workplace. It then gives employees the opportunity to create a list of attitudes and characteristics that they would like to see at their workplace.

Learn how Amazing Workplace can empower your organization to measure and shape culture.

#### Americas

Charlie Tuttle

[charlie@amazingworkplace.com](mailto:charlie@amazingworkplace.com)

#### Europe & Africa

Richard Stein

[richard@amazingworkplace.com](mailto:richard@amazingworkplace.com)

#### Middle East & Asia

Sreekanth Arimanithaya

[sree@amazingworkplace.com](mailto:sree@amazingworkplace.com)