Conducting a workplace culture analysis

Adapt this tool for your workplace

To achieve the right workplace culture, it's important to engage with your employees regularly to understand your strengths, weaknesses, and potential areas for improvement.

A workplace culture analysis typically involves qualitative and quantitative research methods, including surveys, interviews, focus groups, observations, and document analysis. A mix of closed and open questions should be used. Closed questions e.g. rating scales, multiple-choice options will be useful for benchmarking key criteria and often provide a good introduction to a topic area that you can then ask open questions about. Open questions will help you dive into specific areas to gather more insights.

You will also need to decide if it's most appropriate to gather data anonymously. Employees are likely to provide more candid responses anonymously, but it may be harder to analyse where in the business a problem lies. Overall, a mixed approach of methods is likely to provide the most effective and valuable to the business.

Questions used are likely to be very personal to your organisation and your HR style. Here are some ideas which could be used as starting points to develop your own questionnaire.

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Culture

Circle the three words you feel most accurately sum up our culture, or write your own:

Innovative	Empowering	Fun	Innovative	Welcoming
Collaborative	Inclusive	Accountable	Egalitarian	Resourceful
Transparent	Trustworthy	Diverse	Progressive	Positive
Customer-focused	Flexible	Respectful	Proactive	Adaptable
Team-oriented	Supportive	Growth-oriented	Autonomy	Sustainable
Results-driven	Agile	Open-minded	Inspirational	
Entrepreneurial	Ethical	Quality-focused	Harmonious	
Adaptive	Creative	Empathetic	Dynamic	

- On a scale of 1 to 10, how satisfied are you with the overall organisational culture? _____

- On a scale of 1 to 10, how likely would you be to recommend our organisation to a friend based on the culture? _____

- To what extent do you believe the organisation's culture aligns with its stated values and mission? _____

- Which of the organisation's values do you see demonstrated most frequently in day-to-day operations? _____

Leadership and teamwork

- Do you believe that leaders and managers consistently exhibit behaviours that reflect the organisation's values? _____

Do you feel respected by your colleagues and managers?	Very	Somewhat	Neutral	Not very	Not at all
Do you receive recognition for your work and effort?	All the time	Most of the time		Sometimes	Never
Do you feel your opinion is heard and valued in your team?	All the time	Most of the time		Sometimes	Never
Is there a culture of teamwork and cooperation in your team?	All the time	Most of the time		Sometimes	Never

Communication

- What are the most effective areas of communication within the organisation? _____

- What areas are least effective? _____

- How could communication in our organisation be improved? _____

Work/life balance and diversity

- Do you have a good work/life balance? All the time   Most of the time   Sometimes   Never

- What changes could be made to improve work/life balance? --

- Do you find our employee wellbeing offerings useful? --

- What can we do to improve employee wellbeing? --

- How well does this organisation promote and support diversity? --

- Do you think our recruitment, induction and training programmes promotes diversity? If not, how can we improve? --

- How comfortable are you discussing your social and cultural background with colleagues? Very   Somewhat   Neutral   Not very   Not at all

- How do you think the organisation can improve to become more diverse in future? --

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