

# PAPER Orange

FROM THE  
O.C. TANNER INSTITUTE

WE ARE COMMITTED TO  
RESEARCHING AND SHARING  
INSIGHTS THAT HELP  
ORGANIZATIONS INSPIRE AND  
APPRECIATE GREAT WORK.

## HOW TO MEASURE WORKPLACE CULTURE

Improving your company culture may be high on your to-do list. But where do you start? Want to see what your employees think about your culture right now? **Read on to see how you can effectively measure the overall quality of the employee experience your culture provides.**

## What to measure?

Based on research in 12 countries of nearly 10,000 employees, we found the 6 aspects of company culture that impact employee retention, engagement, and attraction the most:



We call these six aspects of company culture Talent Magnets, because they make your culture irresistible to employees. When measuring culture, you'll need to gauge employees' perceptions of the 6 Talent Magnets to get an accurate reading of your company's culture.

---

## WHAT TO MEASURE - BEST PRACTICE #1

It's helpful to get feedback from across the employee experience—from new hires to seasoned veterans.

---

## WHAT TO MEASURE - BEST PRACTICE #2

Be sure to ask about the 6 Talent Magnets from various angles, using multiple questions for each. For example, when assessing leadership, you're sure to ask something like, "Do you trust your direct manager?" But you might also ask other probing questions like, "Do you feel empowered by your manager to take risks and make decisions?"

---

## How to measure?

There are 2 ways to measure culture—using quantitative data (numbers), and qualitative data (concepts and ideas).

**Quantitative data** - A powerful approach to understanding, in aggregate, where your company/departments/teams score in particular areas.

### Most common sources:

- Employee opinion surveys
  - Human Resources Information System (HRIS / HRMS)
  - Learning Management Systems (LMS)
  - Talent Management / Succession Systems
  - Recognition Solutions
- 

## HOW TO MEASURE - BEST PRACTICE #1

Data can be overwhelming! Don't get too caught up in individual numbers. Use your data to look at trends over time, across different parts of your company, and in overall topic areas. Don't get bogged down in a low score for one question with one manager and miss the bigger picture.

---

**Qualitative data** – Adds rich nuance and description to quantitative data, giving you the “why” behind the numbers.

**Most common sources:**

- Open-ended survey comments
  - Employee focus groups
  - In-depth interviews
- 

**HOW TO MEASURE - BEST PRACTICE #2**

Find the most interesting pockets of behavior such as underperforming teams or departments, or employees who score high in specific magnets...these will help you understand different experiences and glean best practices to use/avoid in order to improve your low-scoring magnets.

.....

**Conclusion**

With the right information and data, you’ll be better prepared to identify how you can improve your workplace culture. By focusing on the 6 Talent Magnets proven to impact culture the most, you can direct energy and resources into creating a culture that truly influences your people to do and be great.

To hear more best practices for measuring your workplace culture, listen to our Culture Assessment webinar:

<http://blog.octanner.com/culture/recap-how-do-you-measure-workplace-culture>

For a sneak peek at how your organization’s culture stacks up, take our mini Culture Assessment quiz.

Visit: <http://www.octanner.com/landing/offers/culture-quiz.html> to learn more.

Research from the O.C. Tanner Institute, Talent Magnets.