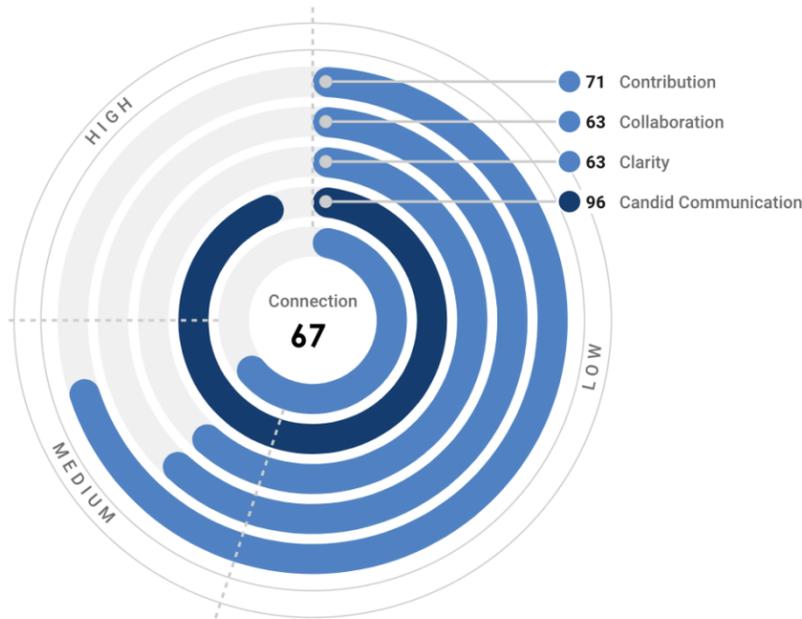


PrinciplesUs™ Culture Assessment

OVERVIEW

The PrinciplesUs™ Culture Assessments are scientifically-backed diagnostic tools designed to evaluate the multifaceted aspects of both an organization’s internal environment and the dynamics within specific teams. Based on the 5C's Culture Framework – Connection, Candid Communication, Clarity, Collaboration, and Contribution – these surveys provide actionable insights to enhance employee satisfaction, team cohesion, and overall organizational performance.



Overview

Connection which is central for trust and wellbeing, is moderate, and therefore has further room for improvement.

Candid Communication is high, which indicates a healthy level of transparency and open exchange of information.

Clarity is moderate, suggesting people have a solid understanding of their roles and goals, yet clearer articulation could further enhance organizational effectiveness.

Collaboration is moderate, indicating a solid foundation of teamwork but with room for improvement.

Contribution is moderate, indicating that peoples' efforts contribute to the organization's objectives to some extent but with potential for better alignment and impact.

Culture Assessment Report

CHALLENGES COMPANIES FACE

These issues can lead to high turnover, disengagement, and missed growth opportunities. Traditional diagnostic methods often fail to provide the comprehensive, reliable data needed to address these challenges effectively.

- **Poor communication** across departments and teams.
- **Lack of clarity** about roles and responsibilities.
- **Disconnection** among employees, particularly in remote or hybrid environments.
- **Insufficient recognition** of employee contributions.
- **Ineffective collaboration** and teamwork.

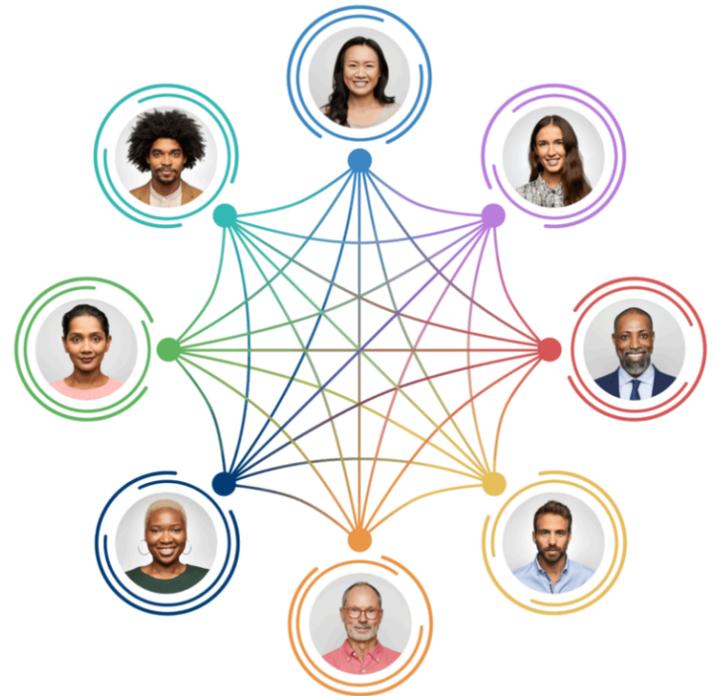
THE SOLUTION OVERVIEW

The PrinciplesUs™ Culture Assessments deliver comprehensive, scientifically validated, data-driven insights to diagnose and improve culture at both the organizational and team levels. Through practical insights, these surveys enable organizations to:

- **Foster open communication** and build trust.
- **Clarify roles, processes, and goals** to improve efficiency.
- **Strengthen employee connections** and promote a shared sense of purpose.
- **Recognize and align contributions** with broader organizational goals.
- **Enhance collaboration** and build high-performing teams.

IMPACT ON THE ORGANIZATION

- Improved Employee Engagement and Retention: Foster a sense of belonging and purpose, reducing turnover.
- Enhanced Communication and Trust: Cultivate a culture of open communication at all levels.
- Clearer Roles and Responsibilities: Eliminate confusion and inefficiencies.
- Stronger Collaboration: Create cohesive, high-performing teams.
- Improved Organizational Alignment: Ensure all employees align with the company's strategic goals.



VALIDITY STATISTICS

5Cs explains roughly half the variance in all employee **job satisfaction**

5Cs explains nearly 80% of the variance in employee **satisfaction with organizational culture**

Connection is the most predictive of job satisfaction, though all five together are more predictive

Candid communication is the best **predictor of performance**

OUR KEY DIFFERENTIATORS

| | |
|---------------------------------|---|
| Scientific Rigor | Backed by rigorous psychometric validation processes and extensive research into organizational psychology. |
| Holistic View of Culture | Offers a comprehensive assessment across five key dimensions. |
| Granular Insights | Breaks down each dimension into subfactors, providing precise, actionable data. |
| Flexibility | Suitable for both organization-wide assessments and team-specific evaluations. |

WHY CHOOSE PRINCIPLES?

The PrinciplesUs™ Culture Assessments offer unparalleled depth, accuracy, and actionable insights, helping organizations and teams not only solve immediate cultural issues but also build a foundation for long-term success.