

WORKPLACE OF CHOICE ASSESSMENT

Instructions

This assessment is designed for the leaders and change-makers of the organization. Take this assessment to measure five needed elements to create the culture that makes you a workplace of choice.

Answer the below questions with the 10-point scale and choose the rating you agree with most for each question. Calculate your total score.

1. Frequent opportunities to connect with team members are made available.

1	2	3	4	5	6	7	8	9	10
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2. Seeking and receiving feedback is the norm in our culture.

1	2	3	4	5	6	7	8	9	10
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3. Opportunities are provided for employees to live their values at work.

1	2	3	4	5	6	7	8	9	10
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4. We have an honest and safe culture where anyone can say what they think.

1	2	3	4	5	6	7	8	9	10
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5. I always seek input from my direct reports.

1	2	3	4	5	6	7	8	9	10
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6. We make intentional efforts to increase trust at work.

1	2	3	4	5	6	7	8	9	10
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7. When hiring, we ensure the candidate's values align with the organization's values.

1	2	3	4	5	6	7	8	9	10
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8. Contributions are frequently recognized in our culture.

1	2	3	4	5	6	7	8	9	10
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9. Employees have room to align interests with their role in the organization.

1	2	3	4	5	6	7	8	9	10
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10. All employees are asked about their career goals and desires for the future.

1	2	3	4	5	6	7	8	9	10
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11. I always make decisions based on whether it aligns with the organization's values and mission.

1	2	3	4	5	6	7	8	9	10
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12. I give recognition for the efforts that exceed my expectations.

1	2	3	4	5	6	7	8	9	10
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13. We identify employees ready for development and create development plans for them to grow within the organization.

1	2	3	4	5	6	7	8	9	10
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14. There are known pathways for employees at all levels to provide input, ideas, and feedback to the highest level of leadership.

1	2	3	4	5	6	7	8	9	10
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15. I frequently notice and comment on the strengths of others at work.

1	2	3	4	5	6	7	8	9	10
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Answer Key

Calculate your total score from the questions above and find the corresponding category.

Score: 110-150 Workplace of Choice

Congratulations for creating a culture that will attract top talent. You have a strong focus on growth and development of employees. You have created a community and provide purpose, recognition, and a safe space for giving and receiving feedback. Consider mentoring other employers on how to build an attractive culture.

Score: 68-109 Well on Your Way

You have a lot going for you as far as culture is concerned. You can bump up your workplace to The Place to Work with a few minor tweaks. According to surveys, today's employees want to work somewhere with a strong purpose, growth opportunities, and community. Here are some strategies to consider:

Purpose: Storytelling is a great way to connect employees of all levels to the organization's purpose. Collect stories of impact and create an internal marketing strategy to share stories of impact. Employees love seeing how what they do has impacted others.

Growth: If growth within the company isn't available right now, don't worry. Employees also want to grow their skills and learn for the day a promotion is possible. Ensure managers identify employees who are ready for skill development and have them cross-train for essential functions of each department. This will create the foundation for a succession plan and help employees keep growing.

Community: With hybrid and remote teams, have managers complete in-person check-ins with their direct reports bi-annually or quarterly to build rapport and develop a relationship. Offer opportunities for teams to get together in person once or twice a year to build the community needed for team communication and productivity.

Score: 30-79 Improvement Strategies

No great culture is created by accident. To build a culture that attracts top talent, start with these 3 steps:

1. Promote growth opportunities and skill development. Using the [situational leadership model](#), have managers assess each direct report for their readiness for skill development.
2. Build trust among teams using [psychological safety](#). [Watch This Video](#) by Julie Lancaster for advice on creating trust at work.
3. Create a [feedback culture](#).

Answer Key

This assessment measured five attributes needed to create a culture that makes you a workplace of choice

Promote Growth (Questions 9, 10 & 13): Employees have room to align interests with their role in the organization. All employees are asked about their career goals and desires for the future. We identify employees ready for development and create development plans for them to grow within the organization.

Community Focused (Questions 1, 4 & 6): Frequent opportunities to connect with team members are made available. We have an honest and safe culture where anyone can say what they think. We make intentional efforts to increase trust at work.

Seek Feedback (Questions 2, 5 & 14): Seeking and receiving feedback is the norm in our culture. I always seek input from my direct reports. There are known pathways for employees at all levels to provide input, ideas, and feedback to the highest level of leadership.

Provide Recognition (Questions 8, 12 & 15): Contributions are frequently recognized in our culture. I give recognition for the efforts that exceed my expectations. I frequently notice and comment on the strengths of others at work.

Purpose Driven (Questions 3, 7 & 11): Opportunities are provided for employees to live their values at work. When hiring, we ensure the candidate's values align with the organization's values. I always make decisions based on whether it aligns with the organization's values and mission.