Cultureful
Your Culture Fulfilled

CULTURE CLARITY™ SAMPLE REPORT

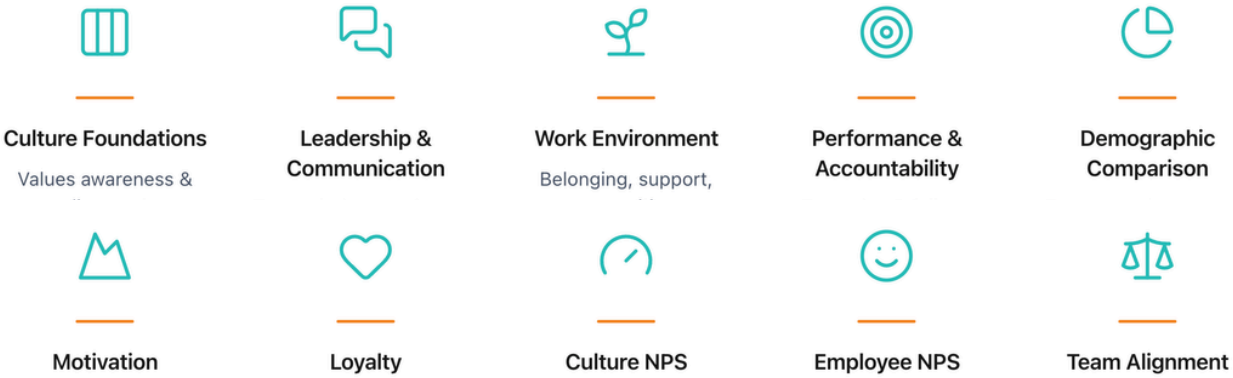
Your Culture, Measured.

A real look at what a Culture Clarity™ engagement uncovers — before it's your data.

WHAT IT IS

Culture Clarity™ turns real survey data from your team into a leadership-ready report your organization can act on — built on a survey designed to be fast, rigorous, and easy to complete, measuring culture across ten dimensions.

MEASURED ACROSS TEN DIMENSIONS



WHAT'S IN THIS PREVIEW

This preview pulls real pages from three of the four reports in every engagement — the Data Report, Open Answer Theme Analysis, and Priority Action Plan — roughly a quarter of what a full engagement delivers. *(Not shown: the Verbatims Report, and the demographic breakdowns and open-ended themes behind every score.)*

***Example data shown for Everco, a stand-in organization — your engagement is built entirely around your own people's data.*

BOOK A CULTURE CLARITY DEMO

Visit getcultureful.com/culture-clarity

Cultureful
Your Culture Fulfilled

Culture Clarity™

Leadership-ready culture intelligence

Everco

Aug 2026



YOUR CULTURE DATA REPORT

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PREFACE

Culture isn't a feeling. It's a system — and like any system, it can be measured, understood, and improved.

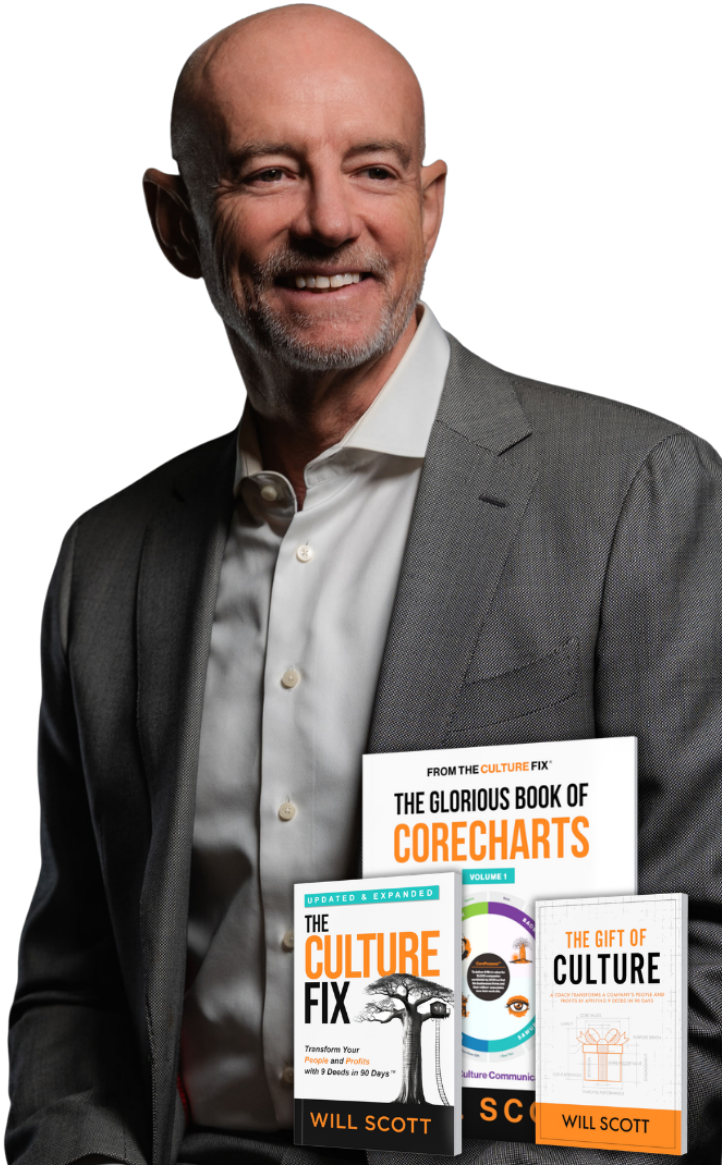
At Cultureful®, we built Culture Clarity™ for leaders who are done guessing. Leaders who want to know exactly where their culture stands, what's driving their people, and what to do next. Not a vague survey. Not a consultant's opinion. Your data, made clear.

What you're holding is the result of your team's honest feedback — organized, analyzed, and translated into insight you can act on. You'll see where your culture is strong, where it's fragile, and which areas deserve your attention first.

This is the first step. But it only counts if you take the next one.

The organizations that transform their cultures don't wait for perfect conditions. They start with clarity — and they move.

Thank you for investing in your people. We're here to help you make it count.



Will Scott
Founder & CEO, The Culture Fix®

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EXECUTIVE SUMMARY

CULTURE FULFILLMENT SNAPSHOT

Everco

Aug 2026

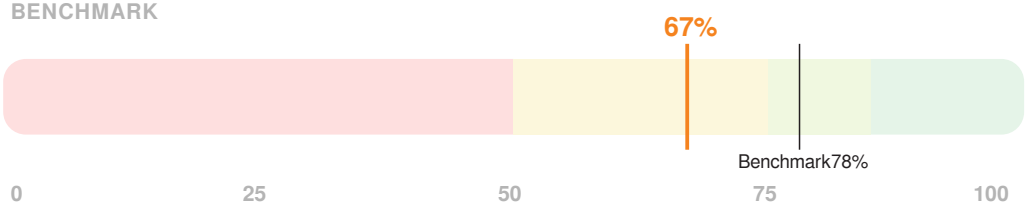
N: 243 (L: 18, E: 225)

OVERALL SCORE

67%

NEEDS ATTENTION

BENCHMARK



CULTURE FOUNDATIONS

55% NEEDS ATTENTION

LEADERSHIP & COMMUNICATION

57% NEEDS ATTENTION

WORK ENVIRONMENT

63% NEEDS ATTENTION

PERFORMANCE

69% NEEDS ATTENTION

MOTIVATION

82% PERFORMING WELL

LOYALTY

75% PERFORMING WELL

CPS SCORE | HOW GREAT IS OUR CULTURE?

-14.8 NEEDS ATTENTION



eNPS SCORE | WOULD YOU RECOMMEND WORKING HERE?

+11.5 NEEDS ATTENTION



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LEADERSHIP & COMMUNICATION

Everco
Aug 2026
N: 243 (L: 18, E: 225)

57%

NEEDS ATTENTION

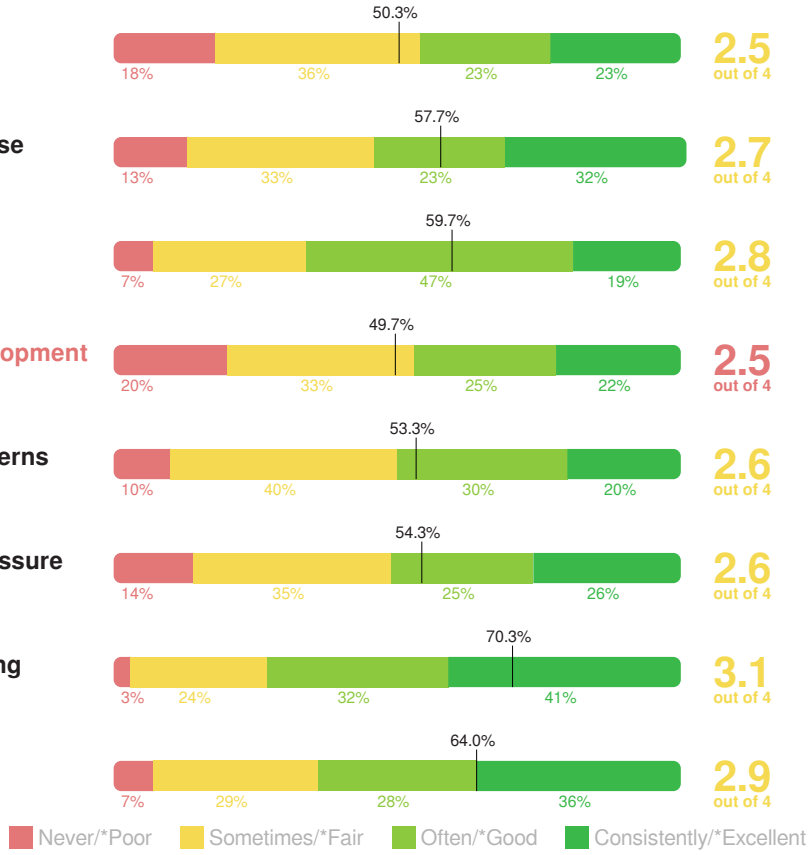
SCORE STRENGTH

- Critical Concern (1-2.5)
- Needs Attention (2.5-3)
- Performing Well (3-3.4)
- Truly Thriving (3.5-4)

OVERALL ALIGNMENT

AVERAGE SCORE ON A 4-POINT SCALE

2.64	2.36	0.28
LEADERSHIP	EMPLOYEES	THE GAP



STRONGEST AREA

Employees understand where the organization is heading. Clarity improves alignment and execution.

BIGGEST GAP

Leaders view communication as more respectful than employees currently experience.

FOCUS AREA

Create regular leadership listening conversations. Visible care improves wellbeing and retention.

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WORK ENVIRONMENT

Everco

Aug 2026

N: 243 (L: 18, E: 225)

63%

NEEDS ATTENTION

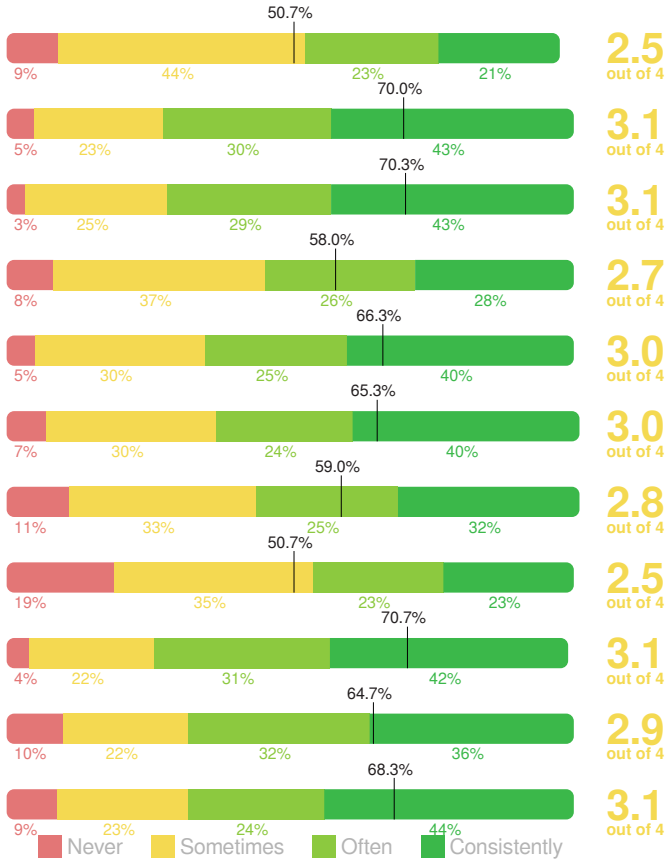
SCORE STRENGTH

- Critical Concern (1-2.5)
- Needs Attention (2.5-3)
- Performing Well (3-3.4)
- Truly Thriving (3.5-4)

OVERALL ALIGNMENT

AVERAGE SCORE ON A 4-POINT SCALE

2.72	2.52	0.2
LEADERSHIP	EMPLOYEES	THE GAP



STRONGEST AREA

Employees feel appropriately challenged in their work. Healthy challenge supports growth and engagement.

BIGGEST GAP

Leaders perceive their overall needs are met more consistently than employees currently do.

FOCUS AREA

Improve compensation transparency and regularly review pay fairness across comparable roles.

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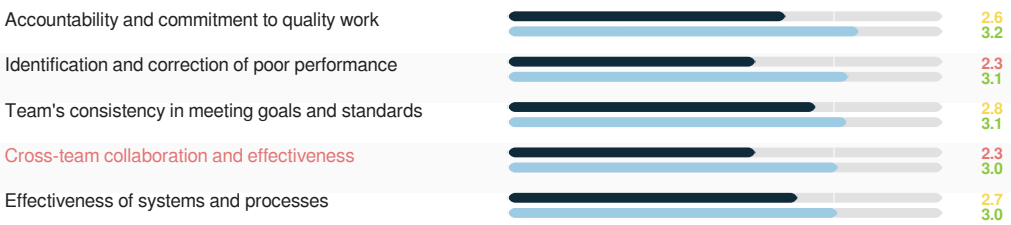
SECTION 04

PERFORMANCE BY DEMOGRAPHIC

SCORE STRENGTH • Critical Concern (0-2.4) • Needs Attention (2.5-2.9) • Performing Well (3.0-3.4) • Truly Thriving (3.5-4.00)

SCALE NOTE Scores on a 4-point frequency scale

LEADERSHIP VS. EMPLOYEES



Leadership Employees

YEARS OF SERVICE



<1 yr 1-2 yrs 3-5 yrs 6-10 yrs 10+ yrs

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SECTION 04

PERFORMANCE BY DEMOGRAPHIC

SCORE STRENGTH • Critical Concern (0-2.4) • Needs Attention (2.5-2.9) • Performing Well (3.0-3.4) • Truly Thriving (3.5-4.00)

SCALE NOTE Scores on a 4-point frequency scale

DEPARTMENT



MODE OF WORKING



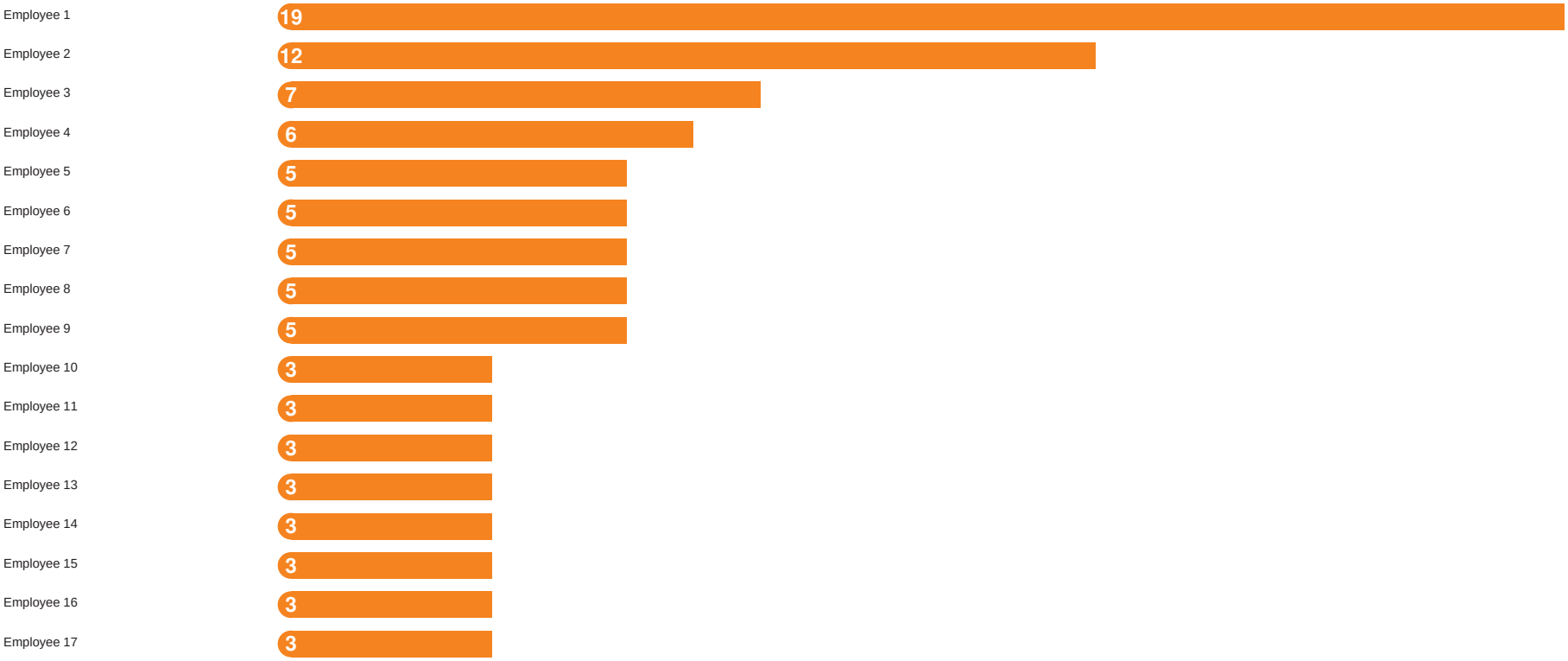
Customer & Revenue **Operations & Delivery** **Corporate & Administrative Services** **Strategy & Innovation**

flexible **home exclusively** **hybrid** **office exclusively**

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CULTURE STARS

MOST COMMONLY NOMINATED



THE IMPORTANCE OF CULTURE CHAMPIONS

92% of high-performing organizations have a culture champion employees can name. Only 8% of low performers do.
That visibility alone is **worth 25% on culture health.** These individuals embody your culture. **Recognize, retain, and learn from them.**

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PROMOTER-BASED SCORES.

On a scale of -100 to +100, your company scores as follows. High scores are linked to better employee retention, increased productivity, and higher revenue growth.

ALL RESPONDENTS

"How great is our culture?"

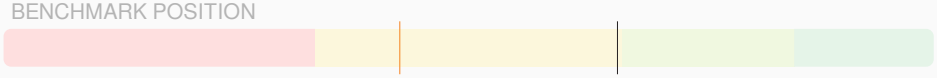
-14.8

NEEDS ATTENTION



42% Detractors **32%** Passives **27%** Promoters

BENCHMARK POSITION



"Would you recommend working here?"

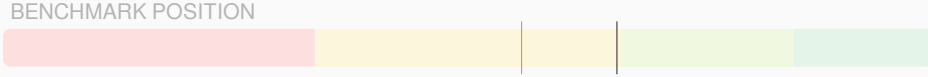
+11.5

NEEDS ATTENTION



33% Detractors **23%** Passives **44%** Promoters

BENCHMARK POSITION



**Scores are calculated using the Net Promoter methodology. Only the "Would you recommend working here?" question represents eNPS*

LEADERSHIP VS. EMPLOYEE ALIGNMENT

NPS scores compared

"How great is our culture?"

-66.7	-10.7	-56
LEADERSHIP CPS	EMPLOYEE CPS	THE GAP

"Would you recommend working here?"

-16.7	13.8	-30.5
LEADERSHIP eNPS	EMPLOYEE eNPS	THE GAP

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UNLOCK YOUR TEAM'S POTENTIAL

Culture is measurable, predictable, and provable. Here's what the data says about what moves the needle - and what it's worth.

Purpose Connection

+23 PTS

Wellbeing per 1-pt improvement

Train managers to connect daily work to company purpose

3-5x return in reduced turnover and burnout

Leadership Care

+21 PTS

Wellbeing per 1-pt improvement

25% higher retention rates

Value Integration

+16 PTS

Culture Health per 1-pt improvement

Build peer accountability systems around daily values and their behaviors.

15-20% improvement in operational efficiency.

Source: Cultureful 2025 Workplace Culture Report - 8671 employees - 44+ organizations

THE REPORT BEHIND THE NUMBERS

Every year, we analyze survey data across every organization we work with to uncover the trends shaping workplace culture - and the actions that deliver the biggest return. Read the full Workplace Culture Report here.

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NEXT STEPS

YOUR CULTURE TOOLKIT

Your data is a starting point, not a verdict. Whatever your scores, there's a clear path forward - and we're here to walk it with you.

The Culture Fix® Book

Practical frameworks for intentional culture leadership by Will Scott.

Employee Interviews

Deeper qualitative insight through one-on-one employee conversations.

Culture Companion GPT

Your always-on AI tool for culture questions, frameworks, and guidance.

Cultureful OptiMode

A platform that drives daily performance through culture reinforcement and measurement.

Fractional Coaching

Ongoing culture coaching without the full-time commitment.

Culture Fulfillment Program

The complete step-by-step culture transformation framework.

About Cultureful™

At Cultureful™, we help leaders build accountable, high-performing cultures where employees feel valued, engaged, and fulfilled — strengthening performance, loyalty, and long-term growth.

Cultureful
Your Culture Fulfilled

support@getcultureful.com

https://www.getcultureful.com/

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Cultureful
Your Culture Fulfilled

Organizational Culture Survey Report

Everco

Open Answer Analysis

Prepared by:
Cultureful™ Team



What is the one thing that would improve your experience working in this organization?

1. Clearer Communication & Cross-Department Coordination | Frequency: 54

The most common recommendation is to improve communication throughout the organization. Employees want information to be shared clearly, promptly, and consistently between leaders, departments, shifts, and frontline teams. More open feedback and better coordination would reduce confusion, support planning, and give employees a stronger voice in decisions that affect their work.

Example Language:

1. "Clear communication and open feedback."
2. "Open communication."
3. "Good communication across all departments."
4. "Better communication from the top down."
5. "Communication is key to teamwork."

2. Teamwork, Respect & Employee Engagement | Frequency: 52

Employees want a stronger sense of unity, mutual respect, and collective responsibility. Respondents believe the work experience would improve if employees collaborated more consistently, supported one another, and worked toward common goals rather than operating in isolated groups. Appreciation, inclusion, and respectful treatment are seen as essential to creating a healthier culture.

Example Language:

1. "Encourage my colleagues to work as a team."
2. "Unity with my workmates."
3. "Respect and love at work."
4. "Everyone working together as a team."
5. "People are appreciated, recognised and respected for their contributions."

3. Training, Skills & Career Development | Frequency: 41

Employees want more structured opportunities to learn, develop new skills, and progress within the organization. Suggestions include cross-training on machines, professional development, benchmarking with similar companies, and clearer career pathways. Respondents also want existing employees to be considered and trained before external candidates are recruited.

Example Language:

1. "More training to be an all-rounder on machine operations."
2. "More structured opportunities for professional development."
3. "To develop some new skills and share them with others."
4. "Give us a chance to learn more skills rather than employing other people from outside."
5. "Clear pathways for career growth."

4. Fair, Supportive & Accountable Leadership | Frequency: 39

Employees believe their experience would improve through more supportive, fair, and responsive leadership. They want managers to listen directly to employees, provide consistent guidance, treat people equally, and take responsibility for their decisions. Greater leadership visibility and accountability would improve trust and help employees feel valued.

Example Language:

1. "Leaders can listen to the ideas of employees."
2. "Being given full support by my team leader."
3. "Management listening to the workers."
4. "Treating all equal."
5. "Responsibility and accountability."

CULTURE CLARITY™ PRIORITY ACTION PLAN

Everco

Based on the July 2026 Culture Clarity™ diagnostic

Cultureful
Your Culture Fulfilled

85% OVERALL SCORE	**10** RESPONSES (5L/5E)
+50 CPS SCORE	**+60** ENPS SCORE

Everco is Truly Thriving overall - 85% against a 78% benchmark - with strong scores across culture foundations, work environment, motivation, and loyalty. The lowest-performing area is performance & accountability (81%), and the same pattern shows up across almost every section: leadership consistently rates the culture higher than employees experience it, most sharply on "how great is our culture" itself (Leadership +80 vs. Employee +20). That doesn't take away from what's genuinely working - it means the next stage of growth is about making what leadership already believes and models fully visible, felt, and measured by every employee, not just leadership. The five actions below are built to do exactly that.

Five Priority Actions

01 Formalize Notice & Nominate™

RECOGNITION

WHAT THE DATA SHOWS

Public recognition of the values is the highest-rated item in the entire report (100% / 4.0) - Everco already recognizes the values informally in regular team meetings, where staff share examples of the values in action.

CULTUREFUL RECOMMENDS

Layer a formal **Notice & Nominate™** process on top of what's already working. Team members submit nominations through a simple system; a committee reviews them monthly or quarterly; the company awards a prize of your choosing for each value recognized.

Source: Data Report — Culture Foundations (Leadership Only), Culture Stars · Meeting recap

02 Quarterly 360° CoreScore™ Reviews

ACCOUNTABILITY

WHAT THE DATA SHOWS

Performance is Everco's lowest-scoring section (81%), with "identification & correction of poor performance" and "team consistency in meeting goals" the two lowest items (76.7% each).

CULTUREFUL RECOMMENDS

Build quarterly 360° **CoreScore™** reviews directly into the existing performance review cycle — one process, not two — so accountability and values-based feedback get measured together and concerns get caught earlier.

Source: Data Report — Performance section · Meeting: performance issues addressed too late, recent team changes

03 Open the Floor on 1:1s

MANAGER ENABLEMENT

WHAT THE DATA SHOWS

"Manager's awareness of employee's interests" is the single lowest score in the whole report (70% / 3.1) and the biggest leadership-employee gap in that section.

CULTUREFUL RECOMMENDS

Don't prescribe a new 1:1 format top-down. Have managers open a direct conversation with their teams about what they'd actually find valuable in a 1:1 focused on personal interests and goals, and build the format from there.

Source: Data Report — Leadership & Communication (Biggest Gap) · Meeting recap

04 Open Up Inter-Department Communication

OPERATIONS

WHAT THE DATA SHOWS

Unclear processes and cross-team communication were the #1 open-ended improvement request and the top current dislike, named specifically at the handoff between departments.

CULTUREFUL RECOMMENDS

Run a strategy session to get direct feedback from the team on where communication breaks down between departments, then build a more formal inter-department process from what they share. Since Everco already has a regular leadership cadence, fold this into that existing rhythm to keep it consistent as the team scales.

Source: Open Answer Report — top dislike & improvement themes · Verbatims Report

05 Connect the Work Itself to the Purpose

MOTIVATION

WHAT THE DATA SHOWS

Motivation shows the widest leadership-employee gap in the report — leadership rates connection to the company's purpose somewhat higher than employees currently do.

CULTUREFUL RECOMMENDS

In addition to the efforts already underway to make the company's purpose-driven initiatives more visible, connect the day-to-day work itself to the purpose - show employees how what they create for clients actually lands with the people being served, so purpose shows up in daily work, not just a single flagship initiative.

Source: Data Report — Motivation section (Biggest Gap) · Meeting recap