

Organizational Culture Survey

A voice for employees. Insights for executives. A path forward for leaders.

Why Chapman & Co.?

Our culture survey is rooted in academic research and the lessons learned scaling Barry-Wehmiller through over 100 acquisitions to a thriving global multibillion dollar organization. Our approach has been recognized by the world's leading organizations such as Harvard.

[check out their case study on us here.](#) 

Our methodology is based in a belief in people, the power of purpose, and recognizing that the way the process is designed is just as important as the outcomes you are trying to achieve.

When it comes to soliciting feedback from employees, we know the right questions to ask - because we ask them to solve challenges in our own business.

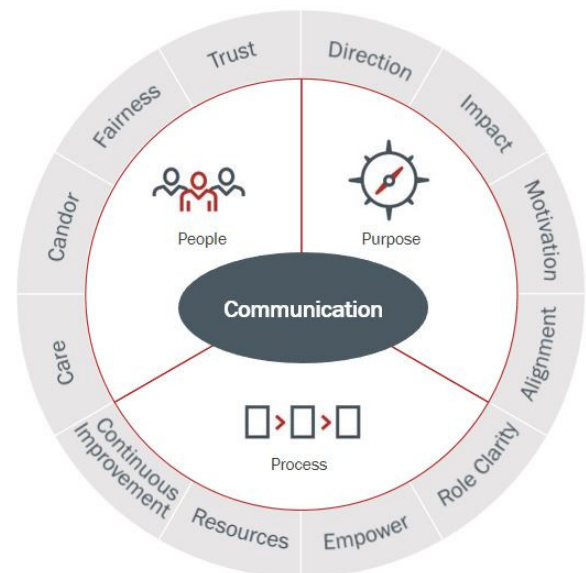
We ask questions that matter. To employees, to executives, to leaders. Questions designed to give your team a voice in three core areas:

- People** > "My direct leader cares about me as a person."
- Purpose** > "I understand the plan to reach the goals of my organization."
- Process** > "I get what I need from other departments."


Our culture model is designed to leave you with insight into a collection of key elements which are all critical to a high performing organization.

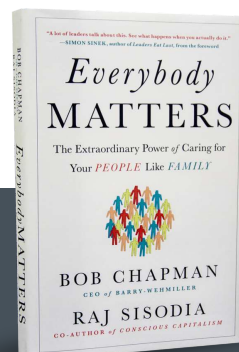


The Chapman & Co. Culture Model™



“ Success is measured by the way we touch the lives of people. ”

click to find out more about Truly Human Leadership 



Everyone wants to do better.
Trust them.

Leaders are everywhere
Find them.

People achieve good things, big and small, every day.
Celebrate them.

Some people wish things were different.
Listen to them.

Everybody matters.
Show them.

The Process

Often organizations believe that the purpose of an employee engagement survey is to measure employee engagement. We think it is more.

The survey is an act of engagement itself. It starts with a conversation with your team. Employees answer questions, and then it's your turn to respond with action.

Our turnkey process allows you to run the business while we run the survey. We share tried and true best practices in driving stakeholder alignment, customize the survey for your organization, manage the distribution and collection of responses, train your leaders on how to respond, mine the results for insights and work with your leadership team to plan the next steps.

Here is how it works.



The Forgotten Key to Success

Prepare your leaders to receive the feedback.

Only 2% of professionals receive training on how to listen. If you run a survey and your leaders aren't prepared to listen, change doesn't happen.

C&Co. includes a listening training component where we work with your leaders to ensure they have the knowledge, mindset, and skills to truly listen.

"The entire process was effective based on the people from Chapman & Co. leading, guiding and coaching."



Project Timeline & Series of Events

Phase I

Kickoff & Stakeholder Alignment



Communicate the purpose:

1. Ensure all stakeholders are aligned on the objectives
2. Define roles and expectations / Provide an overview of the process
3. Root the purpose in a belief in your team

Survey Design Customization



Customize questions and demographic splits for your organization:

1. Standard questions for comparison and holistic account of the organization
2. Create meaningful and business specific open-ended questions
3. Build participant file unique to your team's structure and demographics

*Diversity, Equity, & Inclusion emphasis available

Phase II

Communication & Deployment Pre-work



Train your leaders through the process:

1. Encourage honest participation from team members
2. Respond in ways that builds trust
3. Share that it is confidential

Survey Distribution and Collection



Turnkey response collection:

1. Minimum disruption to the organization
2. 10-12 minutes to complete the survey
3. Automatic response reminders

*All surveys are confidential & web-based

Phase III

Data Evaluation & Insights Discovery



Convert scores into meaningful insights:

1. Analyze the response
2. Identify key trends, outliers, and insights
3. Focus on what matters

Debrief & Action Planning



Define a path forward for your leaders:

1. Align your executive team
2. Equip leaders to take action
3. Set plan to deliver results

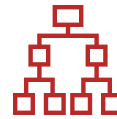
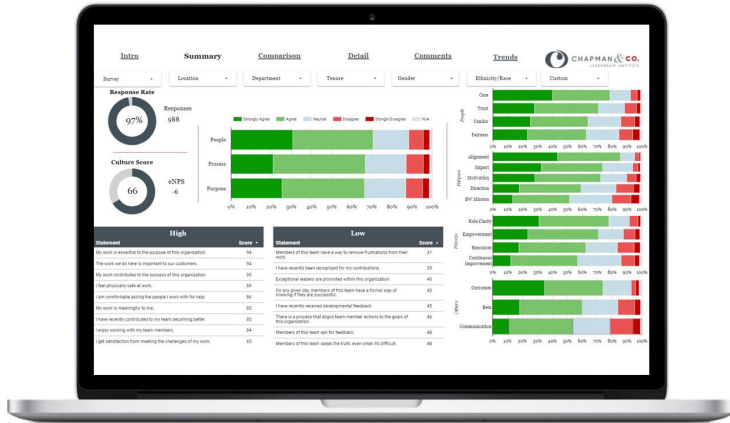
*Pulse surveys available to measure ongoing progress

Project Length: 4-8 weeks

The Culture at a Glance

Leveraging data for smarter decisions has never been easier.

Our platform includes an interactive dashboard so your team can identify key strengths, opportunities, and potential pitfalls in the employee experience. Survey results will be easy to understand and you can even customize views for leaders across your organization.



Instantaneous
Multi-Tier Segmentation



Searchable
Open-Ended Comments



Customized
Comparative Heatmaps

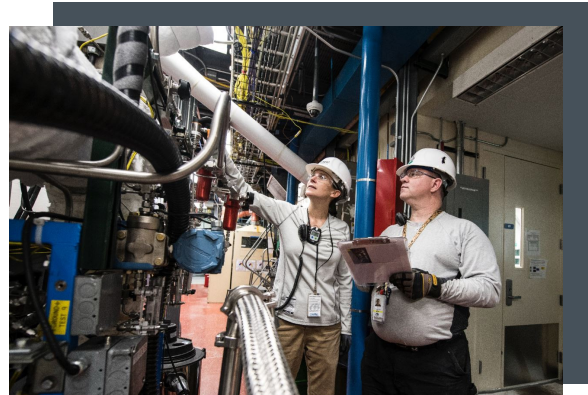


Pulse Surveys
For Trend Analysis

"This turned everything I thought
into everything I know."

The Recap

- Rooted in Truly Human Leadership
- Proven through our own business
- Backed in academic research
- Customized to your organization
- Turnkey process
- Available DE&I emphasis
- Open-ended questions
- 10-12 minutes to complete
- Training for leaders to use the insights
- Trend monitoring through pulse surveys
- Interactive dashboard
- Facilitated leadership debrief
- Confidential



Better Data, Better Insights, Better Results

For discussion & demo
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