



# CULTURE JOURNEY & BUSINESS IMPERATIVE

## SCORECARD

To make the Culture Journey and Business Imperative Scorecard an effective measure of your culture, follow these tips:

- Base it on your core values
- Include business metrics related to performance
- Consider your talent management strategies
- Continue to update it on a regular basis

The culture and values data, business metrics, and KPIs you track will depend on what you identify in your Culture Journey Game Plan Worksheet. Take the time to complete that worksheet first, or choose from some common culture and values data, business metrics, and KPIs to give this worksheet meaning for your business.

Choose one of these culture and values measurements from the scorecard to explore in this exercise.

- Engagement scores
- Pulse Survey Score
- Undesirable Turnover (turnover of employees you don't want to lose)
- Focus Group Feedback
- Unique Visits to Company Intranet (where new values are posted)
- Other (be specific) \_\_\_\_\_

What is the current state of this culture measurement?

## CULTURE JOURNEY AND BUSINESS IMPERITIVE

What is your desired state of this culture measurement?

What does this tell you?

Choose one of these business metrics from the scorecard to explore in this exercise.

- Sales/Revenue Growth
- Net Profit
- Sales Per Employee
- Customer Satisfaction
- Market Share
- Other (be specific) \_\_\_\_\_

What is the current state of this business metric?

What is the desired state of this business metric?

## CULTURE JOURNEY AND BUSINESS IMPERITIVE

What does this tell you?

Choose one of these KPIs from the scorecard to explore in this exercise.

- Quality Scores
- Complete Shipment Scores
- Inventory Turnover
- Net Promoter Score
- Revenue by Product or Service
- Other (be specific) \_\_\_\_\_

What is the current state of this business metric?

What is the desired state of this business metric?

What does this tell you?