

Culture & Values Assessment

Successful Companies Provide Supportive Cultures.

What Type of Culture Does Your Organization Offer? It May Be Affecting Your Bottom-Line More Than You Know.

Our Philosophy

Burke's survey approach begins and ends with our clients in mind. We seek to customize the assessment process as appropriate to ensure we meet each client's unique needs.

Burke utilizes strict measurement standards to ensure quality results. We conduct surveys using state-of-the-art methodologies and technology. We help our clients succeed by ensuring that clients fully understand the assessment results, and we do all we can to help our clients use results effectively.

We believe in what we do, and strive to ensure our clients experience maximum benefits. Our goal is to provide unparalleled customer satisfaction in all aspects of the working relationship.

FOR MORE INFORMATION CONTACT

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"An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage."

Jack Welch

An organization's culture reflects its values, customs, and traditions that make a company unique. Culture is critically important as it defines how an organization operates, and...

- Can serve as a powerful environment for success...or failure
- Sets the stage for how people interact, work with one another and achieve goals
- Includes the unspoken norms of day-to-day work – "how we do things around here"
- Is typically driven by Senior Leadership tone and example.

Aspects of a culture that should be included in an assessment are:

- Leadership
- Mission, Vision, and Values
- Respect and Collaboration
- Work Environment
- Flexibility and Work/Life Balance
- Communication
- Creativity and Innovation
- Customer Orientation
- Quality Focus
- Problem Solving and Decision Making
- Technology and Work Processes

How Will Assessing Culture Help Companies Be More Productive and More Profitable?

Information from a cultural assessment can provide a solid foundation for making positive change. Targeted improvements can be made in order to optimize your culture to:

- Enhance employees' ability to work together effectively through collaboration and information sharing
- Increase agility of employees to embrace change as needed
 - Improve two-way communications between employees, managers, and leaders
- Augment understanding and interpretation of the mission and values to day-to-day working behaviors
- Boost employee engagement and company commitment
- Support resolution of internal issues and concerns.

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Burke Offers Cultural Surveys That...

Are designed to meet strategic business needs. Our surveys do not follow the one-size-fits-all mold. Rather, our surveys are customized to align with unique company mission and business objectives.

Include a Gap Analysis between leadership, management and employees. When culture and values are misaligned, there will be confusion and a lack of synergy. When aligned, there is harmony, collaboration, and accomplishment.

Provide in-depth data analysis and interpretation. Using state-of-art methods, we thoroughly analyze survey results. Our client experiences allow us to add meaningful interpretation to the results.

Create customized, targeted reporting. Our reports highlight both strengths and improvement opportunities to help better prioritize cultural improvement initiatives.

Enable targeted follow-up action planning. Our results provide management information - not just numbers. We facilitate the process of moving from results to action (see Burke Product Sheet on TRACTION™, our Action Planning process).

Other Supports

Burke also offers other survey and assessment supports including:

- Employee Engagement Surveys
- Diversity & Inclusion Surveys
- Merger & Acquisition Assessment
- Internal Customer Assessment
- Specialized Targeted Surveys upon request

Understanding employee perceptions helps organizations to better leverage their human capital and optimize workforce performance.

Founded in 1931, Burke is an independent, full service research and consulting company. Burke utilizes state-of-the-art research execution, advanced analytical techniques, and leading edge technology to provide decision support solutions to clients across all major industry sectors.

Benefits of Working with Burke

We work with you, as a partner and member of your team, thus allowing for greater transfer of skills and knowledge.

We provide expertise and guidance in the survey and assessment design to ensure that the final results optimally meet your needs.

In utilizing expertise and resources available through Burke, we provide continuity of information, processes, synthesis of findings and integrated recommendations.

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