©Blaze Performance Culture
Full Company Profile

Company Name: XYZ Company
Company Size: 650 Employees
Company Industry: Professional Services

Assessment Date: 2/5/2024
Participation Rate: 98%

Overall Company Results Breakdown:

Department	Participation Rate	Result	Employee %	Alignment Score
The function or department	How many employees responded	Culture Alignment Result	How many participants align with overall company	Whether or not employees align with overall culture
Overall Company	**98%**	**Blaze Performance**	**77%**	**Good**
Executive Team	100%	Blaze Performance	93%	Excellent
Finance	100%	Steadfast Traditional	78%	Good
HR	100%	Flow Innovation	83%	Good
Operations	94%	Blaze Performance	98%	Excellent
IT	98%	Blaze Performance	91%	Excellent
Marketing	100%	Creative Cloud	43%	**Poor**
Facilities	100%	Steadfast Traditional	72%	Good
Sales	100%	Blaze Performance	97%	Excellent

Source: Fictitious data, for illustration purposes only

How To Read Your Results: Your company results breakdown lists the response rate for each department, as well as an overall company result. Different departments may have different "micro-cultures" that differ from the overall company result. This is normal! The employee % shows how many employees align with their overall company result. So for example, in this scenario, Blaze Performance is the overall culture, and 77% of employees align with that score as Blaze Performers. This is considered a good result, as anything over 70% is considered Good alignment. You will

notice however that Marketing is struggling, as only 43% of their department is aligned with a Blaze Performance Culture. This means the majority of their employees may struggle with the overall culture in some way, even if their micro-culture in marketing is helping to insulate them and keep them happy.

COMPANY RESULT

Company Culture Breakdown

- 81% Blaze Performance
- 11% Steadfast Traditional
- 6% Creative Cloud
- 2% Flow Innovation
- 0% Harmony Balance

Overall Company Culture Profile:

Description: Blaze Performance Culture is characterized by its high-energy, fast-paced environment, with a strong emphasis on goals, results, and deadlines. It is performance-oriented, with frequent evaluations and heavy reliance on systems, KPI's, and goals. Hierarchy may be clearly established or it may be loosely defined, but either way, this company values results over anything else and will often quickly adapt to new processes and ideas that drive performance.

Work Environment: Competitive and efficiency-driven, designed to minimize distractions and maximize productivity. Whether in an office, hybrid or fully remote, these organizations are all about fostering a sense of purpose.

Communication & Work Styles: Fast-paced, goal-oriented, concise, and often data-driven, focusing on performance metrics and outcomes. They tend to be technically forward thinking, utilizing and adopting productivity and project management tools and other technologies to generate detailed analytics and reports. There is often an overabundance of meetings, deadlines and a feeling of constantly moving from priority to priority. There may also be unspoken rules about the expectations of productivity, such as that even while on vacation or after-work, it is expected that you answer calls or be responsive to requests.

Culture Pros:

- High potential for financial rewards and career advancement.

- A culture that celebrates achievements and milestones.

- Clear objectives and a sense of purpose in work.

- Meritocratic environment, where performance directly impacts progress.

- Quick decision-making and rapid execution of projects.

Culture Cons:

- Intense pressure can lead to stress and work-life imbalance.

- High expectations may create a competitive, sometimes cutthroat atmosphere.

- Limited tolerance for failure, which might stifle creativity, communication and experimentation.

- Risk of burnout due to continuous high-stakes environments.

- Potential neglect of long-term personal and professional development in favor of immediate results.

Culture Improvement Tips:

- Foster a supportive environment that values teamwork alongside individual achievements.

- Encourage regular breaks and work-life balance initiatives to reduce stress.

- Cultivate a culture of learning from failures rather than penalizing them.

- Provide opportunities for personal and professional growth beyond immediate performance metrics.

- Implement stress management and mental health support programs to support employee well-being.

Traits and Competencies for Thriving Employees:

- Goal-Orientation: Focused on achieving targets and milestones.

- Resilience: Ability to withstand pressure and setbacks.

- Competitiveness: Motivated by a desire to excel and be the best.

- Time Management: Exceptional ability to prioritize and meet deadlines.

- High Energy: Sustains a fast-paced work rhythm.

Types of Employees to Avoid:

- Those who prefer a collaborative over a competitive environment.

- Individuals who may require a high degree of autonomy and creative freedom.

- Employees who may struggle under constant performance evaluation.

Compatible Employee Profiles:

- **Creative Clouds –** Obviously this is a match made in heaven, literally! These creative and independent employees will adapt quickly to your culture and thrive in this type of environment. You will not have to work as hard to integrate them.
- **Flow Innovators –** Comfortable with change and quick to jump in with new ideas, flow innovators are the sisters of the Creative Cloud culture. They may occasionally get frustrated if some systems are not put in place however, since flow innovators like to see results. Be sure to keep them in the loop on projects and have good change management processes.
- **Harmony Balancers –** Able to adapt to almost any environment, Harmony Balancers love the creativity and openness of this type of culture, and can adapt and collaborate easily. Some however my get frustrated by the lack of structure and the reliance on independent work, so you may need to adjust a few things since like a balanced mix of structure and creativity.

Stressful/Incompatible Profiles:

- **Blaze Performance–** Motivated by results, Blaze Performance employees are likely to find this work environment stressful, since the laid back nature of the work environment and lack of reliance of hard metrics, results and KPI's will drive them a bit crazy. That's not to say they couldn't adapt to a specific function or department like Operations or Finance where such structure and performance is necessary! We highly recommend assessing the culture of both your company AND individual departments, so you know the nuances of your company as a whole.
- **Steadfast Traditional –** - These structured thinkers will struggle in a creative cloud environment, where lack of processes and procedures will mean pushing them outside of their comfort zones on a daily basis. As above, they may be able to adapt to certain departments, but the constant company changes and independent work environment will be difficult to overcome.

DEPARTMENT RESULTS

Executive Team
Participation Rate: 100%

Department Culture Result:

- 92% Blaze Performance
- 8% Steadfast Traditional
- 0% Flow Innovation
- 0% Creative Cloud
- 0% Harmony Balance

Breakdown By Employee:

Employee Name	Position	Ideal Work Culture	Company Alignment	Department Alignment
Kate Boss	CEO	Blaze Performance	Excellent	Excellent
Greg Money	CFO	Steadfast Traditional	Good	Good
Maggie Mullins	CHRO	Harmony Balance	Good	Good
Jack Albert	COO	Blaze Performance	Excellent	Excellent

Department Culture Summary:

The Executive Team reflects the overall company culture, which is fairly common in these assessments. The majority of the team has at least a "Good" Alignment, meaning that even if Blaze Performance is not their ideal culture, they are working in an environment where they can still be happy and productive.

Pros:

- Department reflects overall company alignment, ensuring easier communication and workflows. See the Overall Company result for specific culture pros and cons.

- As the executive team, they are setting the pace for the rest of the company and are able to demonstrate the "Blaze Performance" culture daily.

- The majority of employees (92%) agree that this department is mostly a Blaze Performance culture, showing that you are consistent and everyone has an understanding of how the department is functioning.

Cons:

- You may inadvertently be fostering a "results are all that matters" mindset, which could lead to extra stress, especially at the executive team level. It is likely your team is working long hours and has a poor work-life balance. Even if they thrive in this culture, there is a high risk of burnout over time.
- 2 Team Members are not in their ideal setting, which means there are probably some underlying stressors despite being able to adapt well to this culture.
  - Steadfast Traditional would prefer to go at a slower pace probably and is likely acting as the "Safety First" mindset of the team, less focused on results than they are risk vs. reward, and would likely enjoy a bit less rapid fire decision making.
  - Harmony Balance team members likely find the Blaze Performance culture exhausting at times, as they have a higher need for social and community engagement and seek out work-life balance.

Tips To Improve Employee Performance & Culture Fit:

Focus on the needs of all team members, such as:

- Adding more structure to decision making

- Focusing more on work/life balance

- Less emphasis on constant results and more acceptance of learning from failure

- Provide opportunities for personal and professional growth beyond performance

- Allow employees to take time off and "shut off" without feeling self-conscious

- Avoid burn out by instituting mental health and relaxation programs

- Spend time together as a team outside of work hours; have some fun together!

Marketing Team
Participation Rate: 100%

Department Culture Result:

78%   Creative Cloud

12%   Blaze Performance

10%   Steadfast Traditional

0%   Flow Innovation

0%   Harmony Balance

Breakdown By Employee:

Employee Name	Position	Ideal Work Culture	Company Alignment	Department Alignment
Mark Marketer	Marketing Manager	Creative Cloud	Stressful	Excellent
Nancy Malfoy	Social Media	Creative Cloud	Stressful	Excellent
John Potter	Social Media	Creative Cloud	Stressful	Excellent
Rachel Weasley	Copy Editor	Steadfast Traditional	Good	Good
Gary Black	Copy Editor	Blaze Performance	Excellent	Stressful
Ralph Lupin	Media Manager	Creative Cloud	Stressful	Excellent

Department Culture Summary:

The Marketing Department has tested as a "Creative Cloud" microculture, which is fairly typical of creative departments like marketing. This microculture aligns as "Stressful" with the overall company culture of Blaze Performance, mostly stemming from the friction that arises with creative vs. results debates. This means you may need to work harder to keep this team happy and integrate them into the overall company culture.

Creative Cloud Summary: The Creative Cloud Culture thrives on innovation, diversity, and creativity, fostering a highly fluid and flexible work environment. Minimal hierarchy and open communication channels encourage free-flowing ideas and collaboration.

Pros:

• High degree of autonomy and creative freedom.

• Rapid implementation of new ideas, fostering an innovative atmosphere.

• Strong focus on employee well-being and community involvement.

• Diverse perspectives encouraged, leading to rich, innovative outcomes.

- Open communication fosters a sense of belonging and collaboration.

Cons:

- Lack of structured processes can lead to inefficiencies and organizational chaos.

- Financial risks due to prioritization of ideas over profitability.

- Potential for strategic misalignment due to the absence of clear guidelines.

- Overemphasis on creativity may neglect operational and financial disciplines.

- Decision-making may be slowed by the lack of hierarchy and clear authority.

Tips To Improve Company Culture Alignment:

- Allow the Marketing Department creative freedom as much as possible, minimizing the need for harsh deadlines and giving them ample time and leeway to express their ideas and viewpoints.

- Set clear KPI's and targets, but ensure that they align with the creative vision of the team, and that they can realistically meet those results within the deadlines given.

- Establish a means for them to communicate their needs and voice their opinions without feeling penalized.

- Focus on work-life balance, as Creative Cloud environments thrive on this and it is a great way to reward and motivate these types of employees!

YOUR CUSTOM HIRING PLAN

INSERT YOUR CUSTOM CULTURE ASSESSMENT HIRING PLAN HERE

Why Focus on Culture Fit?

- **Boost Engagement & Productivity:** Aligning with a strong company culture is crucial, as 88% of employees believe it's key to business success. A positive work culture leads to higher employee engagement, directly improving productivity and profitability.

- **Significantly Reduce Turnover Costs:** Mismatches in culture fit can be expensive, costing up to 50-60% of the employee's annual salary in turnover costs. Our program helps you avoid these financial pitfalls by ensuring a harmonious fit from the start.

- **Enhance Team Dynamics:** The right cultural fit strengthens team cohesion, reducing the risk of disruption and the potential loss of valued team members—a scenario that can lead to substantial replacement costs.

- **Attract & Retain Top Talent:** With 73% of professionals having left jobs due to poor cultural fit, emphasizing culture in your hiring process makes your organization more attractive to high-quality candidates who are looking for a workplace that resonates with their values.

Our Culture Assessment Program Offers:

- **Tailored Assessments:** Customized evaluations that go beyond skill sets to understand how a candidate's personal values and work style align with your company culture.

- **Strategic Integration:** Tools and strategies to seamlessly integrate culture fit assessment into your existing hiring processes, making it an enriching experience for both candidates and your hiring team.

- **Comprehensive Onboarding:** Guidance on crafting an onboarding experience that emphasizes cultural integration, ensuring new hires feel welcomed and aligned with your company values from day one.

Invest in a hiring process that builds not just a team, but a community. Embrace our Culture Assessment Program and make every hire a stepping stone towards a more cohesive, productive, and satisfied workforce.

Transform your hiring process today - Because to Master Success, you need to Ignite Your Talent!

SCHEDULE A FREE CONSULTATION

Learn more at www.talentmasters.com