

**Does Your  
Company Have  
the Culture You  
Say it Does?**

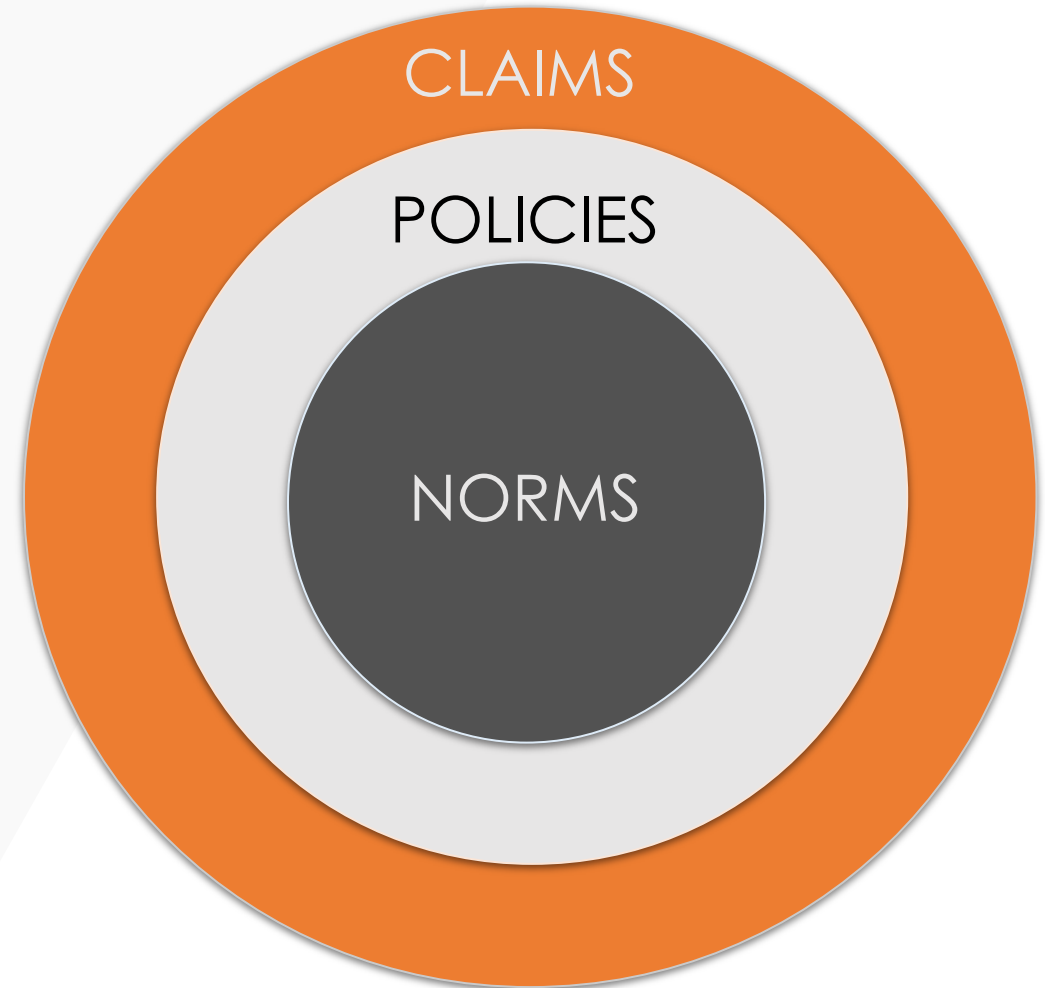
# Cultural Clarity

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**CLAIMS:** Who we say we are

**POLICIES:** Our rules and regulations, meant to institutionalize our claims

**NORMS/VALUES:** Our sustained behaviors over time that are directly or indirectly rewarded and become “unwritten rules”





**Employee**  
**Satisfaction**

**Employee**  
**Engagement**

**Employee**  
**Fulfillment**

# Employee Engagement Surveys

Currently, 36% of U.S. employees are  
engaged in their work and workplace

Gallup, 2021



# Why You Should Care About Fulfillment

**83%**

of employees identified  
"finding meaning in day-to-day  
work" as a top priority

**7 out  
of 10**

employees say they'd consider  
leaving their current role for a  
new, more fulfilling job.

**80%**

of executives believe that their  
culture must evolve in the next  
five years to succeed, grow  
and retain the best people



**CultTRUE**



**EMPLOYEES**

## **Our Mission:**

To accelerate the alignment of employee fulfillment and company culture, producing optimal growth and performance.



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