

HOW MAGNETIC IS YOUR CULTURE?

This self-assessment is designed to help you reflect on how your organization attracts and retains talent by rating your culture across four pillars:

- **Walk the Talk** – Are company values more than words on a wall?
- **Beyond the Paycheck** – Is the full employee experience supported?
- **Intentional Connection** – Is the workplace culture built on trust and belonging?
- **Growth Takes Two** – Is there an investment in employee development?

This assessment can be completed individually or shared across teams to compare perspectives. Consider using it as a conversation starter for strategic discussions around recruiting and retaining the right talent.

Instructions:

Rate each statement from 1 (Strongly Disagree) to 5 (Strongly Agree). Then total your score in each section to assess company strengths, and identify where there's room to grow.

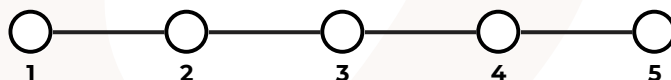


Talent Magnet #1: Walk The Talk

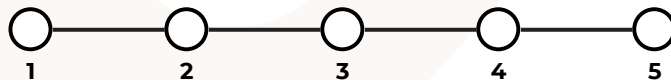
Having values isn't enough... you must live them.

What it includes: Company values, mission, purpose, and how consistently they're demonstrated in leadership decisions.

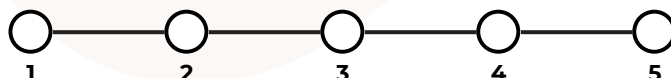
1 Leadership consistently acts in alignment with our company values.



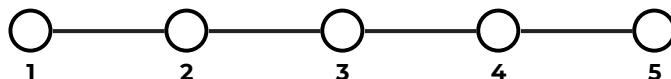
2 We regularly see leadership make decisions based on our core principles.



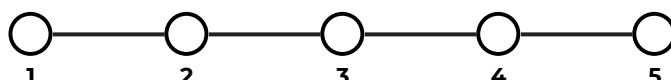
3 The company has a clear mission and consistently communicates how our work supports it.



4 Employees understand their role in fulfilling the company's mission and trust leadership to follow through on commitments.



5 We regularly discuss how our actions reflect our values and support our purpose.



How did you score? Total Score: / 25

Low (Below 10): There may be a gap between values and actions, leading to mistrust. Start by clearly communicating your mission and linking decisions back to your principles.

Medium (11–18): You're headed in the right direction, just not consistently. Highlight when values show up in leadership actions and help employees connect their work to the mission.

High (19–25): Your culture reflects your values. Keep it alive by sharing real examples and engaging employees in discussions about purpose.



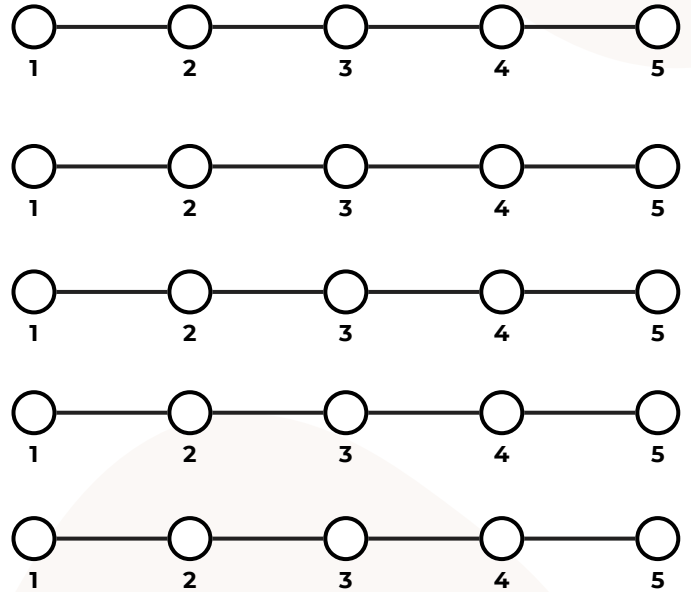


Talent Magnet #2: Beyond The Paycheck

Elevating the employee experience beyond compensation.

What it includes: Compensation, benefits, wellness programs, work-life balance, and flexibility.

- 1 Our company supports employee well-being with resources that address physical, mental, and emotional health.
- 2 We offer flexible work arrangements and actively promote the use of PTO and full disconnect during leave.
- 3 Benefits packages go beyond the basics, offering additional perks and wellness programs.
- 4 Employees receive financial rewards beyond base pay, such as equity, bonuses, or 401K, along with meaningful non-monetary recognition.
- 5 Employees feel safe and supported when seeking mental health resources.



How did you score? Total Score: / 25

Low (Below 10): Employees may feel unsupported. Start small and introduce mental health resources or flexible options, and review your overall benefits package.

Medium (11-18): The company offers value, but gaps remain. Ask employees what matters most and make existing perks more visible and accessible.

High (19-25): Your team feels supported. Stay proactive by tracking industry trends, reviewing benefits regularly, and collecting feedback to evolve with employee needs.

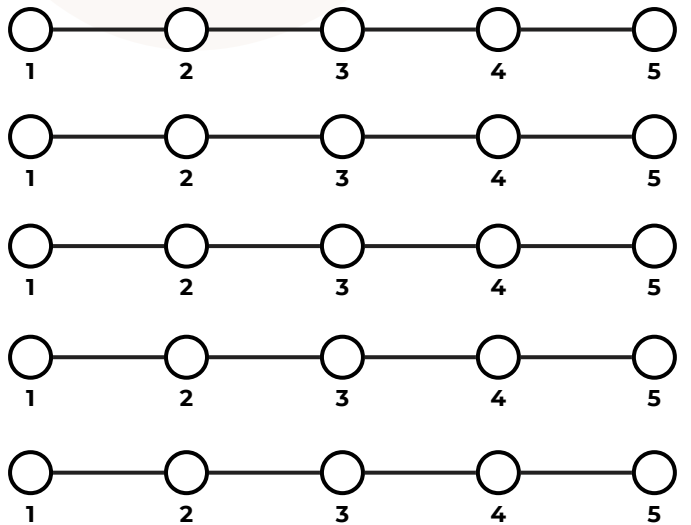


Talent Magnet #3: Intentional Connection

Nurture the human behind the job title.

What it includes: Belonging, recognition, psychological safety, DEI, team connection, employee engagement.

- 1 Employees feel safe sharing ideas and have supportive relationships with their managers.
- 2 Feedback is encouraged, and employee satisfaction is regularly measured and used to improve engagement.
- 3 Recognition happens often through formal programs, shout-outs, and peer-to-peer appreciation.
- 4 We host regular team-building events and social activities to strengthen employee relationships.
- 5 Employees feel included and connected through DEI efforts and opportunities to collaborate.



How did you score? Total Score: / 25

Low (Below 10): Employees may feel disconnected or unrecognized. Start small and introduce shout-outs or peer appreciation to build connection.

Medium (11-18): You're creating community, but there's more to do. Boost engagement with inclusive team-building and platforms for employee voices.

High (19-25): You've built a strong sense of belonging. Keep it alive with everyday connection habits and creative ways to celebrate wins.



Talent Magnet #4: Growth Takes Two

Growth is a shared success story.

What it includes: Career development, mentorship, internal mobility, continuous learning, training, and personal development.

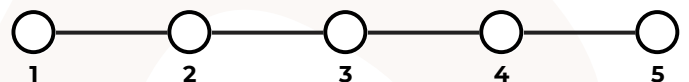
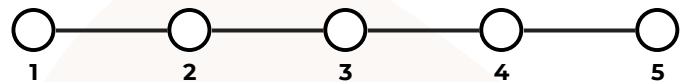
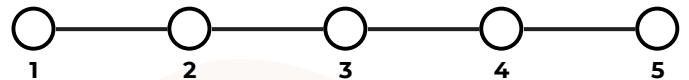
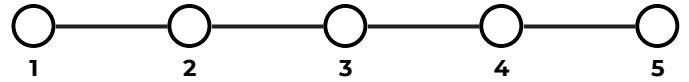
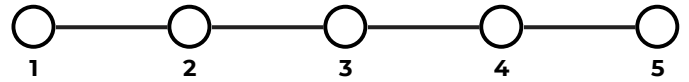
1 Employees have access to ongoing learning that supports their current and future skills.

2 Development goals are supported, and employees are encouraged to share ideas and participate in company initiatives.

3 Training programs are available to both new and long-term employees across career stages.

4 Career paths are clearly defined, and internal promotions are actively discussed.

5 Employees are encouraged to explore interests beyond their current roles through mentorships, shadowing, or educational programs.



How did you score? Total Score: / 25

Low (Below 10): Growth may feel limited. Begin with clear paths and simple development opportunities like mentorships or skill-building workshops.

Medium (11–18): You support development, but it's not fully embedded in your culture yet. Align growth with individual goals and promote cross-training and idea-sharing.

High (19–25): You empower employee growth. Sustain it by refreshing training, supporting collaboration, and spotlighting success stories.

Ready to turn these insights into action?

If you want to improve your score to leverage your culture as a true talent magnet, we can help.

Reach out to our team to identify opportunities to elevate your culture so you can recruit AND retain the right talent!



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