



Culture is what brings your strategy to life. As your company grows, shifts, and evolves, your culture needs to evolve with it.

Getting to the root of the conditions that may be impacting your organization's success is how you effectively strengthen them for a better future. Conducting an analysis of your organization's Culture is the first step towards aligning it with your business strategy, and the resulting impacts of enhanced staff retention, improved performance and greater profit margins.

What is a Culture and Climate Assessment?

A culture and climate assessment allows NC State Industry Expansion Solutions (IES) to gather insights about your company or organization to help establish a clear and compelling case for change that directly links to the future success of your business. The assessment highlights any gaps between your organization's culture and business strategy, and the actual behaviors, beliefs and practices of the people within the organization. It is the first step in providing an analysis of the climate and culture of the organization as it relates to performance.

The assessment process is devised with input and approval from key leaders within your organization and often includes a custom survey, interviews and focus groups as means of data gathering. Recommendations are tailored to address concerns identified during the assessment process that enables your organization to more efficiently and effectively support core functions. IES will identify strengths, weaknesses and potential opportunities to improve performance as well as the overall organizational health. Included in the final report will be a follow-up proposal outlining the support IES will provide to the client while recommendations from this assessment are being implemented.

Organization Areas Evaluated During Assessment:

- › Sense of purpose as it relates to the organization's values, mission and vision

In a recent survey, nearly 70 percent of executives reported a disconnect between their culture and their business strategy.

— Korn Ferry

- › Organizational strengths and weaknesses
- › Employee perception and level of satisfaction with the organization
- › Clarity of role/responsibilities in performing duties
- › Clarity of job expectations
- › Employee engagement, recognition and retention issues
- › Challenges or obstacles encountered in task performance
- › Accountability of management and staff in resolving concerns
- › Working conditions at team, group, branch, division, or office level(s)
- › Working relationships, both internal and external
- › Managing and dealing with change successfully and appropriately
- › Training and development opportunities
- › Evaluation of ability to progress towards improving the culture and becoming a high-performance organization
- › Specific actions that would improve the health of the organization and help achieve strategic goals

Benefits of Culture and Climate Assessment:

- › Obtain a roadmap on how to better your organization
- › Increase harmony within the organizational towards common goals
- › Enhance organization’s retention rate
- › Boost overall productivity

Getting Started

Changing mindsets and behaviors doesn’t happen all at once. Culture transformation takes time and commitment from all levels of the organization. How you go about involving employees in transforming your culture says a lot about the type of culture you want to create. IES will partner with you to drive culture change that reinforces your company strategy and enables business success.

Contact us today to learn how IES can help you drive culture change in your organization: ies.ncsu.edu/about/contact-us



Industry Expansion Solutions

Industry Expansion Solutions (IES) is the engineering-based, solutions-driven, client-focused extension unit of NC State’s College of Engineering. Our broad portfolio and deep industry expertise help organizations grow, innovate and prosper. Our extensive partnerships with business, industry, education and government generate a unique culture of collaboration that provides access to cutting-edge expertise, research, and technology.

Grow Your Business With Confidence. Contact Us Today.

Visit our website: www.ies.ncsu.edu to find the IES Regional Manager nearest you. Contact us by phone: 1.800.227.0264 or email: iesservices@ncsu.edu

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