

# GALLUP STUDY: 12 CULTURAL CHARACTERISTICS

- *Attracting & Retaining the Best Employee Talent Available*
- *Creating a High Performance / High Satisfaction Working Culture*

## Benchmark the Full-Engagement Characteristics of Your Workplace

### EXERCISE:

1. In the boxes on the left, RATE YOUR WORKING ENVIRONMENT, with a score of 1 to 10, on all 12 of the best characteristics. Do this from the point of view of your staff members. What would their rating be for each one?
2. Then ASK YOURSELF, which CHARACTERISTIC do you want to IMPROVE?

1. Do I know what is expected of me at work?
2. Do I have the materials & equipment I need to do my work right?
3. At work, do I have the opportunity to do what I do best every day?
4. In the last seven days, have I received recognition or praise for doing good work?
5. Does my supervisor, or someone at work, seem to care about me as a person?
6. Is there someone at work who encourages my development?
7. At work, do my opinions seem to count?
8. Does the mission/purpose of my company make me feel my job is important?
9. Are my co-workers committed to doing quality work?
10. Do I have a best friend at work
11. In the last six months, has someone at work talked to me about my progress?
12. This last year, have I had opportunities at work to learn and to grow?

### SOURCE:

***"First, Break All the Rules"***

**Marcus Buckingham & Curt Coffman**

Bodine's Note: This extraordinary book details one of the most important business studies ever conducted... important, powerful, fascinating, effective information.