

RUBRIC

Company Culture

Category	0 Points – Chaotic: You have no defined company culture. Words that describe this level of culture are: chaotic, unstable, undisciplined, ad hoc, undocumented, and reactive.	1 Point – Basic: You have some defined company culture. You have documented your cultural values, and you see incremental adoption, but values aren't systematically or repeatedly used.	2 Points – Proficient: You have good company culture. Everyone can articulate your cultural values, and you see people championing and demonstrating the necessary behaviors regularly.	3 Points – Optimized: You have optimal aptitude—and see optimal company culture marked by daily examples of adoption. Your employees embody your values internally and externally and do their part to spread and strengthen these values without prompting every day.	Score
Vision	We don't have a clearly articulated vision statement.	Our vision statement is clearly articulated, but it is not connected to our values or how we do things in any specific way.	Our vision statement connects with our company's values. Our vision and values are frequently referenced.	Our vision statement guides our company's values, which further guides how we hire, manage, and reward employees.	
Values	We do not have a set of values that are clearly articulated or communicated in any way.	We have a set of values that we communicate to our employees during hiring and onboarding.	We have a clearly articulated set of values that are regularly communicated to employees during meetings and reviews.	We have a clearly articulated set of values that are regularly communicated to employees. We live out these values daily.	
Practices	Our organizational values are noted but not actively lived out in the organization.	Our organizational values are seen in some aspects of the organization, but we don't have any intentional practices to ensure our cultural values are lived out.	There is some intentionality to how we live out our organizational values, but it's not consistent.	Our organizational values are readily seen in the day-to-day operation and activities of the company.	
People and	Our hiring does not take our	Our hiring process looks for	Our hiring process screens	We explicitly hire for team	

hiring	culture into account.	job fit but not cultural fit.	for cultural fit, but we occasionally make exceptions for skilled employees.	and culture fit without exception.	
Physical space	There is no connection to the layout and design of the office and its impact on the ability of our employees to perform at their best.	Our office space offers basics, like conferences rooms or open layouts, to enable collaboration.	Our office design and layout encourages certain behaviors, like collaboration and hallway conversations, that help people feel like they're part of the same team.	Our office(s) are specifically designed to enable our employees to do their work at the highest level.	
Compensation and benefits	We do not currently have the budget to offer additional incentives.	We offer great benefits and compensation, but we don't offer additional rewards.	We offer competitive salary and benefits and occasionally offer rewards to our employees based on performance.	We offer competitive salary and benefits, and we reward employees based on exemplification of our core values.	
Story	We have a unique history, but we don't have a way of disseminating that story as a compelling narrative	Employees can tell the story of our company, but there's no standard way for them to communicate that narrative. Each person tells their own version of the story.	Employees are aware of our unique history, and there's a standard narrative for how to tell our company's story.	Employees can narrate formal and informal stories about our unique history and heritage at will.	
Cultural values awareness	Employees are either not aware of our company's core values or can only name a few.	Employees can only name a few core values but aren't able to explain how they're executed within the organization.	Employees are able to name all of our core values but not how they influence policies and decision making.	Employees are able to name all of our core values and how they're enacted at the organization.	

Rewards	We do not have a way to reward expected behaviors currently.	We recognize and reward expected behaviors when brought to our attention.	We recognize and reward expected behaviors at regularly scheduled meetings.	We go out of our way to recognize and reward expected behaviors whenever we see them.	
Fun	We don't provide any official ways for our employees to socialize and interact outside of work.	Employees occasionally get together to socialize, but the company doesn't offer structured activities.	We have a set schedule of activities for our employees to socialize and have non-work interactions.	We regularly create new ways for our employees to socialize and have non-work-related interactions.	