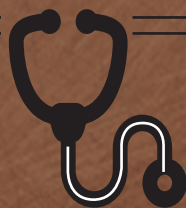


THE
MINDSET.
SURVEY
A CULTURAL DIAGNOSIS



Check the Pulse of Your Organization



Early identification can prevent chronic disease, making regular checkups a key to personal health. This is also true for the cultural health of your organization. Knowing how your employees feel about their jobs, their colleagues, and their work environment helps you to fine-tune your organization's leadership strategies and decisions.

The MindSet Survey© is a tool that efficiently and accurately diagnoses the current cultural health of your company. The proprietary online survey takes only 15 minutes for employees to complete, yet it delivers a wealth of actionable data that will help you to:

- **assess job satisfaction**
- **discover entrenched or developing morale patterns**
- **measure employee pride**
- **assess team dynamics and chemistry**
- **gauge supervisor effectiveness**
- **judge the potency of current compensation practices**
- **gauge employee confidence in senior leadership**
- **better plan the future of your organization**
- **and much more**

The MindSet Difference:

Asking the Right Questions

The MindSet Survey was meticulously developed. The individual questions are crisply and clearly written, and each is designed to produce meaningful results that are of practical value to an organization's leadership team. The survey can also be customized by adding additional items specific to a client's unique situation and needs.

Providing Clear Answers

MindSet's unique, proprietary method of reporting results is both clear and comprehensive. Survey results are presented in an innovative format that shows attitudinal patterns within the organization, while also providing rich detail that will enable ambitious, curious, and engaged leaders to look deeply into the cultural health of their company.

Price

If you have previously received a quote for a customized business survey, you may have experienced sticker shock or loss of breath. MindSet offers cost-effective and transparent pricing — and nowhere will you get more for less.

An Overview of the MindSet Survey

Measuring 14 Cultural Health Factors

The MindSet Survey asks 49 questions that have been carefully crafted to elicit valid and reliable responses. Using MindSet's proprietary formula, responses to each question are weighted to calculate a score on 14 wide-ranging cultural health factors. These factors are:

1. Retention Risk

Is your company at risk for high turnover?

2. Pride

Are employees proud to work for your organization?

3. Conflict

Do employees perceive excessive conflict within their work setting?

4. Innovation

Do employees believe their organization fosters and embraces innovation?

5. Employee Input

Do employees feel their opinions are sought and valued?

6. Team Chemistry

Do employees believe there are strong and effective relationships within their teams and workgroups?

7. C-Suite

How do employees view the company's top executives?

8. Performance Standards

Do employees believe their organization holds its people to appropriate standards?

9. Direct Supervision

How do employees view their immediate supervisors?

10. Compensation

Do employees feel their compensation and benefits are equitable?

11. Feeling Appreciated

Do employees feel their contributions and efforts are valued and recognized?

12. Work Environment

Do employees enjoy their work environment?

13. Talent Management

Do employees think the organization hires and promotes wisely?

14. Growth and Advancement

Do employees believe they have growth opportunities within the company?

Benefits of the MindSet Survey



Results Organized for Your Needs

MindSet Survey results are generated for your company as a whole, as well as for each unique department or division you specify. Results are also broken down across the demographic variables of gender, age, tenure, and job classification.

Results Provided for the Purpose of Treatment

The MindSet Survey is designed for leaders who intend to make use of the results. The purpose of the survey is to find opportunity for continued growth and improvement. If an organization has no intention or willingness to make active use of the information gathered, MindSet advises against conducting the survey. If one is going to refuse all treatment, why bother with the diagnosis?

Special Analysis Available

For clients who request it, MindSet will assist with an in-depth analysis of results, presentation to boards or governing bodies, and consultation services to help explore options for operational adjustments and/or additional staff training.

Anonymity Guaranteed

All survey responses go directly to MindSet for analysis and generation of the final client report, assuring complete confidentiality and anonymity for all respondents.

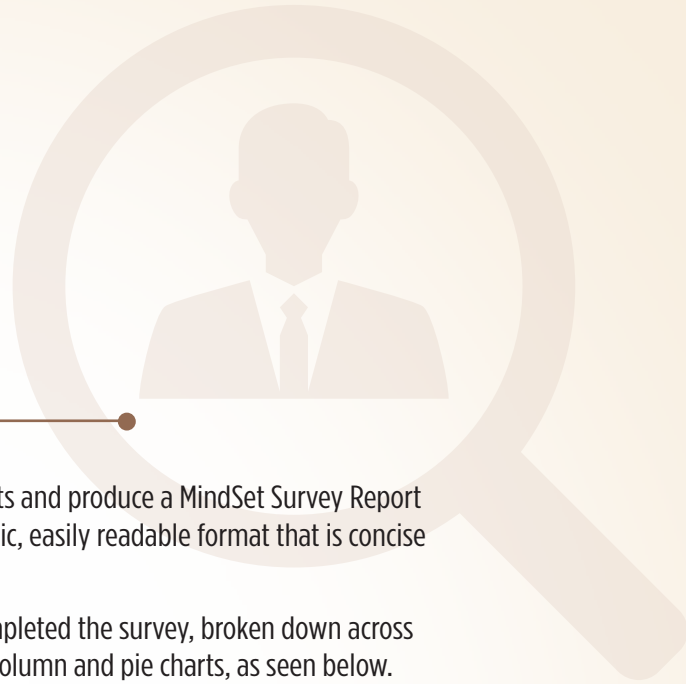
Reliable and Robust

The MindSet Survey is crisp and focused and generates valid responses. It is psychometrically robust, having excellent reliability (test-retest Spearman correlation coefficient of 0.902) and an impressive Content Validity Index (CVI) of 0.99 for the instrument as a whole. Each of the 14 individual factors achieved a CVI score at or above 0.94. Questions that were initially proposed, but failed to meet a rigorous CVI criterion of 0.9, were removed from the instrument.

Pricing and Scheduling a Survey

For pricing information or to schedule an appointment to discuss whether the **MindSet Survey** is right for your organization, contact Blake Hoogeveen at info@GoMindSet.com or 402-630-6500.

The MindSet Survey Report



After collecting survey responses, MindSet will collate the results and produce a MindSet Survey Report for the client. The Survey Report presents the results in a graphic, easily readable format that is concise but thorough.

The report begins with an overview of the employees who completed the survey, broken down across four demographic variables. These variables are presented as column and pie charts, as seen below. This overview gives management a demographic snapshot of the survey respondents.

Demographic Summary of Respondents

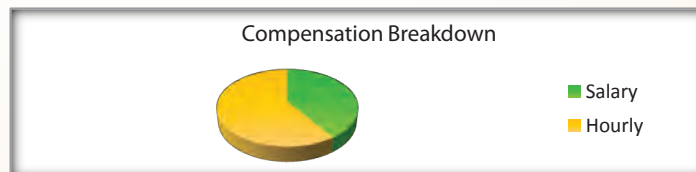
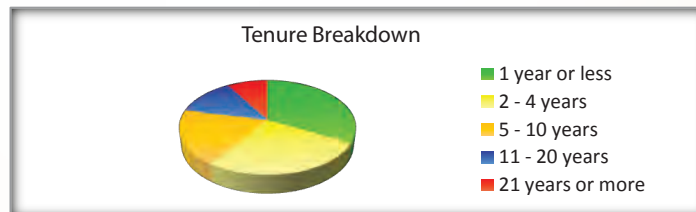
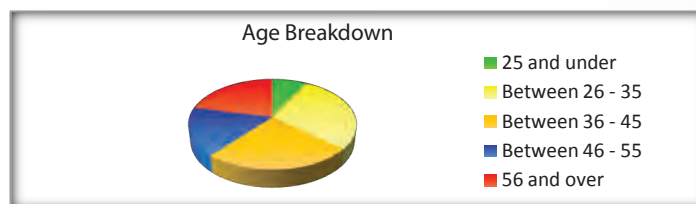
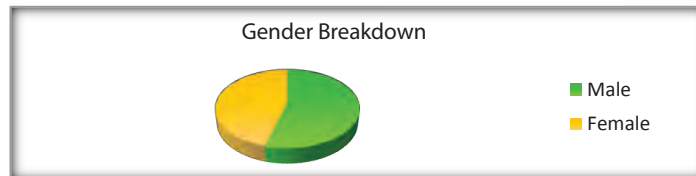
Surveys Completed	
	116

Gender Breakdown	
Male	63
Female	53

Age Breakdown	
25 and under	9
Between 26 - 35	32
Between 36 - 45	31
Between 46 - 55	20
56 and over	24

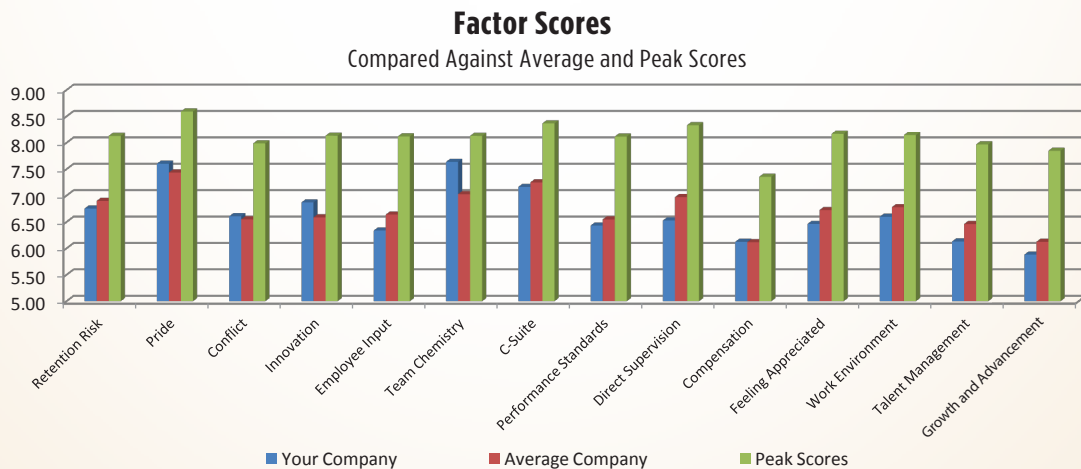
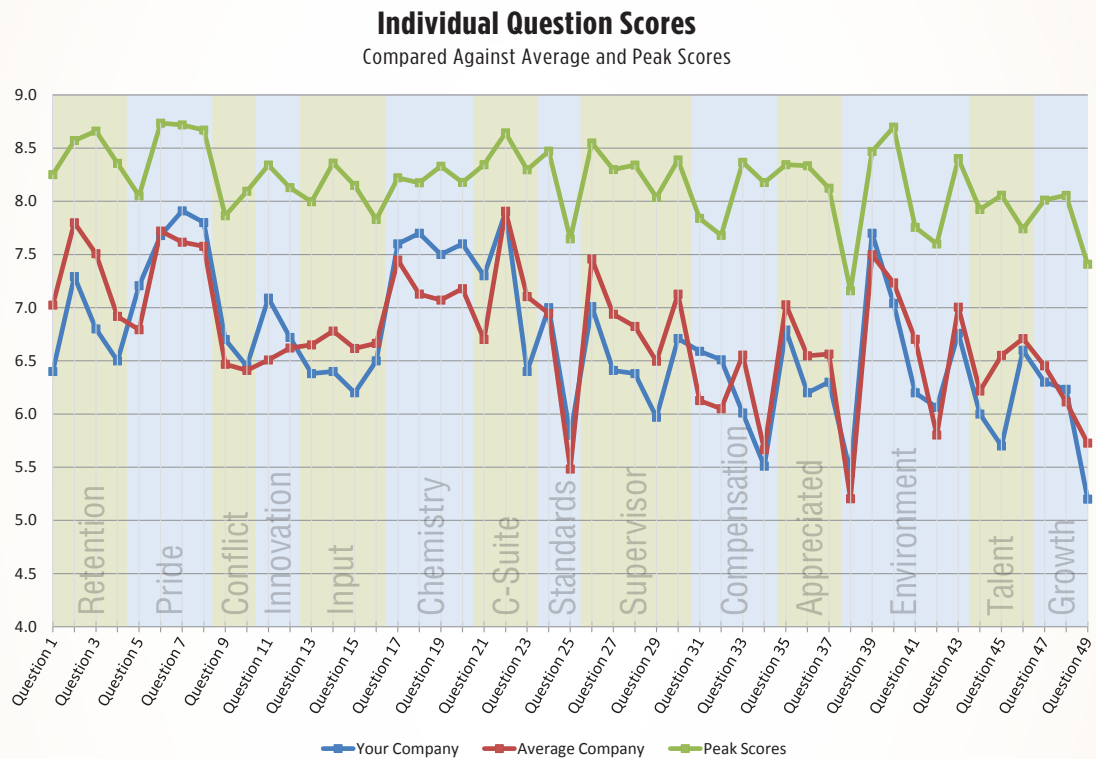
Tenure Breakdown	
1 year or less	38
2 - 4 years	33
5 - 10 years	21
11 - 20 years	15
21 years or more	9

Compensation Breakdown	
Salary	47
Hourly	69



The report continues with a high-altitude view of the individual question and factor scores. Line and bar charts compare your company's scores with the average scores of all companies that have completed the MindSet Survey. They also compare your company's scores with what MindSet calls "peak scores" — the highest scores achieved by any single company (having 50 or more employees) that has completed the survey. The line chart compares all 49 survey question scores; the bar chart provides a comparison for the 14 factor scores.

These charts give management an idea of their company's overall level of cultural health, with below-average scores suggesting areas that might be ripe for review and those closer to peak scores indicating areas of strength.



The rest of the MindSet Survey Report focuses solely on your organization's internal scores. We begin with an analysis of the 14 factor scores, comparing each of your company's divisions with the mean score for your organization as a whole. To help you more easily interpret the data, MindSet uses an innovative color-shading technique. It allows you to quickly ascertain which divisions are scoring well above (shades of green) and well below (shades of red) the average total score for your organization.

Factor Score Analysis Across Divisions

	Company Total	Executives	Customer Service	Marketing and Sales	IT and Programming	Finance and Accounting	Maintenance
Retention Risk	6.75	7.89	6.81	7.69	6.49	5.75	6.71
Pride	7.60	8.46	7.01	8.85	8.03	6.64	7.06
Conflict	6.61	7.33	6.74	7.48	6.51	5.51	6.73
Innovation	6.87	7.59	6.97	7.71	6.82	6.14	6.01
Employee Input	6.34	6.64	6.53	7.18	6.24	5.79	5.49
Team Chemistry	7.64	7.18	7.56	8.71	7.57	6.49	8.32
C-Suite	7.16	7.88	7.17	8.02	7.29	6.17	6.46
Performance Standards	6.43	7.15	6.58	7.37	6.19	4.98	6.32
Direct Supervision	6.53	6.94	6.62	7.86	6.42	5.50	5.83
Compensation	6.12	6.59	5.81	6.35	5.93	5.87	6.17
Feeling Appreciated	6.46	6.52	6.19	7.42	6.26	5.87	6.52
Work Environment	6.60	6.86	6.26	8.17	6.53	5.59	6.19
Talent Management	6.13	6.53	6.71	6.41	5.76	5.34	6.03
Growth and Advancement	5.88	5.88	6.06	6.80	6.06	5.04	5.46
Principle 1	6.98	7.85	6.73	8.05	7.10	5.95	6.72
Principle 2	7.52	8.40	6.99	8.73	7.88	6.55	7.03
Principle 3	6.21	6.64	6.37	7.14	6.14	5.00	5.98
Principle 4	6.55	7.15	6.67	7.50	6.33	5.13	6.52
Principle 5	6.30	6.59	6.49	7.14	6.21	5.73	5.47
Principle 6	6.62	7.36	6.74	7.49	6.51	5.52	6.73
Principle 7	6.60	6.86	6.28	8.15	6.52	5.59	6.18
Number of Responses:	116	12	28	16	29	22	9

Key (Differences from Company Total)		
Greater than Company Total by:	0.50	1.00
Less than Company Total by:	0.50	1.00

"The color coding is ingenious and incredibly helpful."

The next section of the Survey Report provides the same color-shaded display and analysis for all 49 survey questions. This chart allows management to dig deeper into the cause of your company's factor scores. The sample chart below shows results for only the first 16 questions.

Individual Question Analysis Across Divisions

	Company Total	Executives	Customer Service	Marketing and Sales	IT and Programming	Finance and Accounting	Maintenance
Retention Risk	6.75	7.89	6.81	7.69	6.49	5.75	6.71
Question 1	6.70	7.76	6.81	7.82	6.31	5.71	6.65
Question 2	7.29	8.21	7.11	8.06	7.57	6.25	6.90
Question 3	7.04	8.01	6.97	7.86	6.81	6.34	6.91
Question 4	6.60	8.14	6.42	7.86	6.19	5.64	6.61
Pride	7.60	8.46	7.01	8.85	8.03	6.64	7.06
Question 5	7.21	8.31	6.55	8.69	7.46	6.24	6.69
Question 6	7.68	8.63	7.09	8.90	8.09	6.59	7.41
Question 7	7.58	8.22	7.21	8.85	7.96	6.51	6.95
Question 8	7.59	8.47	6.93	8.79	8.21	6.54	6.91
Conflict	6.61	7.33	6.74	7.48	6.51	5.51	6.73
Question 9	6.49	7.27	6.55	7.29	6.29	5.63	6.62
Question 10	6.51	7.02	6.69	7.36	6.43	5.39	6.76
Innovation	6.87	7.59	6.97	7.71	6.82	6.14	6.01
Question 11	6.87	7.60	6.97	7.69	6.84	6.13	6.00
Question 12	6.86	7.58	6.96	7.73	6.78	6.15	6.02
Employee Input	6.34	6.64	6.53	7.18	6.24	5.79	5.49
Question 13	6.34	6.68	6.54	7.23	6.21	5.70	5.67
Question 14	6.39	6.77	6.63	7.17	6.37	5.81	5.28
Question 15	6.36	6.51	6.62	7.29	6.24	5.73	5.64
Question 16	6.38	6.62	6.54	7.04	6.28	6.08	5.48
Number of Responses:	116	12	28	16	29	22	9

Key (Differences from Company Total)		
Greater than Company Total by:	0.50	1.00
Less than Company Total by:	0.50	1.00

"The depth of analysis with the MindSet Survey is simply terrific."

The Survey Report then offers a similar analysis at the demographic level, illustrating how employees of different age, gender, tenure, and job classification responded to each item.

Demographic Analysis

	Company Total	Tenure					Gender		Employee Age					Comp Type	
		1 year or less	2 - 4 years	5 - 10 years	11 - 20 years	21 years or more	Male	Female	25 and under	Between 26 - 35	Between 36 - 45	Between 46 - 55	56 and over	Salary	Hourly
Retention Risk	6.75	7.30	6.63	5.97	6.61	7.05	7.01	6.45	7.64	6.75	6.81	6.41	6.66	7.40	5.99
Question 1	6.70	7.21	6.71	5.74	6.41	7.25	7.27	6.03	7.70	6.68	6.64	6.44	6.66	7.47	5.79
Question 2	7.29	7.81	7.34	6.71	7.12	6.82	7.68	6.84	8.18	7.24	7.21	7.16	7.27	7.48	7.06
Question 3	7.04	7.72	6.81	6.00	7.09	7.26	7.54	6.44	8.06	7.02	7.17	6.74	6.79	7.77	6.17
Question 4	6.60	6.25	6.96	6.18	6.89	7.20	6.81	6.35	7.66	6.64	6.83	5.97	6.43	7.04	6.08
Pride	7.60	8.19	7.51	6.69	7.61	7.75	7.93	7.22	8.83	7.50	7.58	7.52	7.43	8.07	7.06
Question 5	7.21	8.00	6.64	6.50	6.93	7.82	7.79	6.52	8.81	6.65	7.34	6.98	7.39	8.03	6.23
Question 6	7.68	8.34	7.51	6.65	7.82	7.70	7.98	7.33	8.76	7.57	7.72	7.67	7.40	8.06	7.22
Question 7	7.58	7.98	7.71	6.69	7.64	7.48	7.80	7.32	8.37	7.60	7.41	7.61	7.44	7.81	7.29
Question 8	7.59	7.85	7.88	6.83	7.63	7.35	7.76	7.41	8.54	7.56	7.43	7.83	7.31	7.66	7.51
Conflict	6.61	7.26	5.80	6.34	6.53	7.32	7.07	6.06	7.41	6.43	6.85	6.40	6.45	7.29	5.80
Question 9	6.49	7.09	5.29	6.63	6.89	6.97	7.03	5.84	7.58	6.44	6.49	6.43	6.24	7.34	5.49
Question 10	6.51	7.71	5.41	6.21	5.48	7.68	6.82	6.15	6.76	6.09	6.74	6.32	6.85	7.03	5.90
Innovation	6.87	7.61	6.32	5.98	7.10	7.47	7.04	6.69	7.52	6.36	7.34	6.71	6.89	7.31	6.35
Question 11	6.87	7.64	6.08	6.29	7.47	6.64	6.52	7.27	7.01	6.28	7.36	6.98	6.91	7.38	6.25
Question 12	6.86	7.60	6.32	5.78	7.01	7.85	7.03	6.68	7.13	6.34	7.42	6.51	7.06	7.21	6.45
Employee Input	6.34	7.24	5.60	5.45	6.31	7.28	6.81	5.78	6.70	5.89	6.81	6.37	6.24	7.06	5.49
Question 13	6.34	6.71	6.29	5.59	6.02	7.25	6.82	5.77	7.07	6.48	6.67	6.23	5.62	7.12	5.41
Question 14	6.39	7.75	5.02	5.64	6.33	7.28	6.92	5.82	6.29	5.89	6.79	6.50	6.55	7.15	5.50
Question 15	6.36	7.29	5.44	5.91	5.91	7.39	6.67	5.99	6.99	5.49	6.69	6.88	6.50	7.22	5.34
Question 16	6.38	7.12	5.89	5.23	6.46	7.47	7.29	5.31	7.16	5.94	6.71	6.34	6.34	6.87	5.81
Number of Responses:	116	38	31	22	15	10	63	53	9	33	29	20	25	47	69

Key (Differences from Company Total)		
Greater than Company Total by:	0.50	1.00
Less than Company Total by:	0.50	1.00

"The MindSet Survey uncovered some noteworthy patterns that we had been missing."

The Survey Report concludes with a series of histograms that allow you to quickly scan the amount of variance within a given response set — a crucial consideration as two groups showing the same mean score on an item may have differing cultural dynamics given differing distributions. MindSet provides this analysis for your organization as a whole, as well as for each division. The sample chart below shows results for only the first 24 items for a sample division.

Distribution of Responses - IT and Programming



"Most surveys just give you a global number.
The Mindset Survey lets you see what's really going on."

What People Are Saying About the MindSet Survey



“The MindSet Survey provides an incredible amount of information. You are going to spend hours looking through the report, and it will be time well spent. It’s the most useful organizational survey tool I have seen.”

— **Alicia Elson, VP of Human Resources, QLI**

“Thoughtful use of the MindSet Survey will help you spot opportunities for growth, stimulate leadership discussions, and lead to a better and more successful organization.”

— **Frank Harwood, Superintendent, Bellevue Public Schools**

“The MindSet Survey did three things really well: It allowed us to compare our cultural health to others, it provided great internal analysis, and they individualized it for our unique situation. In short, it’s a terrific instrument.”

— **Larry Fazzini, VP of Human Resources, NorthStar**

“I really like MindSet’s reporting format. It lets us see how we stack up with others, but even more importantly it lets us clearly see the deeper patterns of cultural health within our own organization. We have used other surveys to assess our culture, but none of them provided as much useful information as the MindSet Survey.”

— **Eric Clarke, Founder and President, Orion Advisor Services**

MINDSET

LLC

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