



CULTURE FOR GROWTH SURVEY

The Culture for Growth survey (C4G) developed by Skip Bowman builds on the latest research into high performance culture in the 21st century. Recent ethical and business failures have demonstrated the power of culture to determine short and long term success of your business. Sustainable organizations create healthy psychological workplaces that reward creativity, collaboration and commitment.

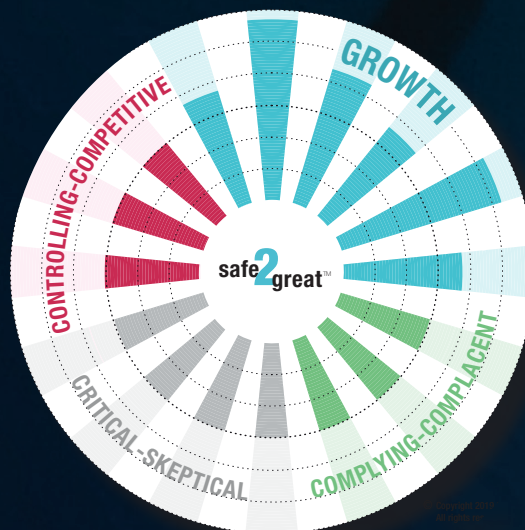
Increasingly, senior leaders need to create organizational and team cultures that support agile, innovative and global teams. They need insights that go beyond what they gather from engagement surveys. They need to transform mindsets and build cultures that keep pace with rapid innovation and technological changes. They need to align leaders around culture objectives and hold people accountable not just for what they do but equally how they do things. And they need to assess the likelihood and prevent toxic and unethical activities occurring.

To achieve that, you need systematic tools that map your current culture and define common cultural goals for the future. You need a common language that is simple enough and yet adequately insightful to drive change at all levels of the organization. You need an approach that identifies common development areas and also provides business, team and leader-specific feedback. And you need a tool that assesses reliably the level of healthy behaviors in your organization and goes below the surface to assess toxic / unethical behaviors.

The C4G survey maps the patterns in your organization’s current interactions and assesses where they lie on the Unsafe-Safe-Growth scale. This level of analysis can predict how effective your organization is, the quality of leadership, how responsive and change-ready your people are, the presence of toxic behaviors and the potential for unethical activities.

FUNCTIONAL
CULTURES

DYSFUNCTIONAL
CULTURES



- creativity
- commitment
- collaboration

- complacency
- conflict
- cover-ups

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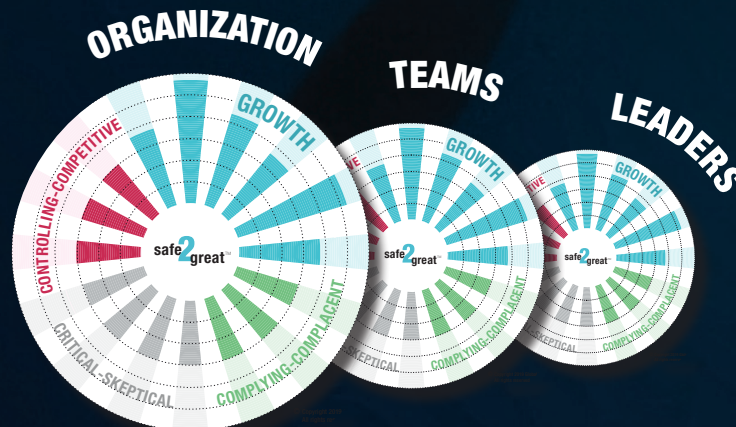
The C4G survey also assesses your organizations current performance in relation to employee, team and business outcomes like retention, engagement, cross-functional collaboration, quality and agility. Unlike engagement surveys, the C4G is deployed based on stratified sampling meaning that only 30-40% of your employees are required to participate.

The Culture for Growth Survey is part of the Safe2Great™ suite of assessment tools that integrates leadership, team and organizational culture assessments into one powerful system. With these tools, you can map and track how leadership behaviors shape and change team and organizational cultures. Whether you want to map where your mindset is right now, or how it has changed in response to your development initiatives, the Safe2Great™ development system provides a robust, scientific and scalable approach to putting Growth Mindset to work in your organization. And, you can become certified in all or some of the tools to use in your organization or business.

Growth Mindset is the organizational and leadership mantra for the next decade.

Contact us at hi@safe2great.com to hear how, where and when Growth Mindset assessment tools can help you and your organization.

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