

Corporate Health Questionnaire

The premises of this instrument are that the financial health of the corporation is directly dependent on the cultural health which undergirds the organization. While it is true that profits must be generated as well as dividends, along with public confidence, there are many examples of all three of these factors having a positive rating, while the organization suffers from neurotic leadership, or from the abuse of power, or from a high rate of absenteeism, or from a failure of the people who interact to develop healthy relationships.

We believe that there are specific benchmarks of a healthy workplace culture, and a perspective within which to contain these benchmarks. We take the view that the organization is analogous to a human being, with all the capacities of that organism, and is, itself, a living entity. Consequently, these questions will be dedicated to ascertaining your individual perspective of the capacities of the organization to demonstrate "organizational wellness."

It is also our perspective that the medical model of fixing or removing a diseased 'organ' is not a healthy approach to any organizational 'development issues.' We prefer the 'pastoral model' which begins with what is already working very well, and seeks to enhance and grow the healthy aspects, just as we would with an individual.

The critical parent, super-ego, elimination-method of solving problems is itself one of the ways by which we identify an unhealthy organization, just as we would an unhealthy employee.

1. In your view, if this organization were a human being, what is the level of formal training and education it has reached?

elementary school

high school

technical/apprenticeship training

undergraduate university degree

post graduate degree in:

administration

engineering

mathematics

finance

communications

scientific research

new theory

post-doctoral studies

administration

engineering

mathematics

finance

communications

scientific research

other (please specify) _____

2. Rank the following corporate "values" as you believe the corporate culture would rank them:
- ___ history and tradition of the company
 - ___ authority of the leader
 - ___ financial statements
 - ___ creativity of the work force
 - ___ happy employees
 - ___ hope for the future
3. What kinds of secrets are not to be discussed in this organization? (Select at least three from this list)
- ___ financial losses/economic downturns
 - ___ personal indiscretions of former executives
 - ___ job losses, lay-offs (past and future)
 - ___ activities of the competition
 - ___ names of potential 'stars' within the company
 - ___ names of potential 'failures' on their way out
 - ___ gossip about people and their relationships
 - ___ other
4. Please rank your perception of the organization's top three fears:
- ___ under capitalization
 - ___ ineffective board members
 - ___ faulty leadership
 - ___ lack of cultural buy-in from stake-holders
 - ___ potential buy-out/merger
 - ___ inability to adjust to competition
 - ___ lack of vision
 - ___ complacency
 - ___ obsolescence
 - ___ deteriorating equipment and standards
 - ___ excessive demands on workers
 - ___ other, please specify _____
5. What is the most important public "face" your organization wishes to present and preserve? (please rank the top three)
- ___ stability and reliability
 - ___ trustworthiness
 - ___ integrity
 - ___ customer service
 - ___ quality products
 - ___ lowest price
 - ___ most creative offering
 - ___ most challenging offering
 - ___ "comfortable slipper"
 - ___ most advanced technology and skills
 - ___ global
 - ___ Fortune 500 company
 - ___ best employer
 - ___ other (please specify) _____

6. Rate the following according to this scale:

1 = never; 2 = rarely; 3 = sometimes; 4 = often; 5 = always

In general, are the workers in your organization demonstrating?

- _____ personal and professional growth
- _____ healthy living habits (exercise, social activities, connections, balanced work-life issues)
- _____ effective communication skills (positive feedback, encouragement, support, coaching, mentoring)
- _____ constructive performance evaluations
- _____ a reward system consistent with the values and expectations of the organization

7. If this organization were a single human being, would you like to have dinner with him or her?

_____1 _____2 _____3 _____4 _____5

8. If this organization, as a human being lived on your street, would you make friends?

_____1 _____2 _____3 _____4 _____5

9. What percentage of your workforce is in a union?

- _____0
- _____1-10%
- _____11-25%
- _____26-50
- _____51-100%

10. In your view, what are relations like between union and non-union workers:

- _____cordial
- _____prickly
- _____professional
- _____on same page (seamless)
- _____competitive
- _____resentful
- _____perjorative/rankist
- _____other (please specify) _____

11. This organization will be able to withstand which of the following "turbulences" most effectively: (Select the five most likely.)

- _____downsizing
- _____buy-out
- _____merger
- _____technical innovation requirement
- _____downturn in the economy
- _____international crisis
- _____demand for new training needs
- _____merging of different cultures, within the workforce
- _____an upsurge in orders, requiring additional overtime
- _____a new management team

- a new CEO
 pay-cuts, including benefit cuts

12 If you were to introduce your parents/spouse to the organization, what words would you choose? (select as many as you wish)

- this is someone I respect
 this is someone who likes to have fun
 this is someone who is very serious
 this is someone who is very honest and sincere
 this someone is a joker, who loves to play pranks
 this person is very ambitious
 this is a very creative individual
 this is a very compassionate individual
 don't make this person angry
 if I could compare this person to an animal I would choose:
- bear
 - bull
 - fox
 - porcupine
 - rooster
 - hen
 - eagle
 - owl
 - shark
 - dolphin
 - other (please specify) _____