

Culture S.W.O.T. Analysis Worksheet

<p style="text-align: center;">STRENGTHS</p>	<p style="text-align: center;">WEAKNESSES</p>
<p style="text-align: center;">OPPORTUNITIES</p>	<p style="text-align: center;">THREATS</p>

Instructions: The intent of this exercise is to help you identify areas where you might improve cultural elements that will increase employee engagement and retention.

Think of the typical “everyday” way that you and your team go about your business to *place each element in the quadrant that will provide you the most honest picture of your workplace culture. (Write elements in quadrants.)*

Effective onboarding

Open communication

Clear job responsibilities

Frequent feedback

Performance evals

Trust

Mission driven

Shared values

Effective structure

Staff reflect brand

Valued rituals

Established norms

Teamwork/collaboration

Growth opportunities

Service mindset

Mutual respect

Appreciation

Celebrate successes

Own our mistakes

Learn from mistakes

Recognition

Add any other elements to the quadrants that you wish.