

## Frequently Asked Questions (FAQs):

### Completing the NEW 'Culture Brief and Culture Audit Template'

**Q: What is the *Culture Brief and Culture Audit Template*?**

The Culture Brief and Culture Audit Template is the final requirement for the Great Place to Work Recognition Program. The Culture Brief (formerly Culture Audit Part 1) must be completed by all organizations participating in our Recognition Program, and the Culture Audit (formerly Culture Audit Part 2) must be completed by List Contenders only. Both parts are integrated in a single Excel template this year.

**Q: How do I know if we are a List Contender?**

We will notify you when your survey closes if you are a list contender. All previous list winners and those who have met the minimum Trust Index threshold for Great Workplace Certification are contenders.

**IMPORTANT:** Please speak to us if you are planning to survey in October! You may need to begin working on your Culture Audit *before* your survey closes in order to meet the final October 31 Culture Audit deadline.

**Q: Why did you change the format of the *Culture Brief and Culture Audit Template*?**

We have introduced the new format this year to try to strip away some of the “packaging” around Culture Audit submissions and focus more on your people programs and practices.

The new excel format makes it easier for us to compare responses across industries and companies, which is a key element in our scoring.

It should also make it easier for you, reducing the amount of time spent formatting your responses.

**Q: I can't see my whole response on the template... how can I be sure the evaluators will see it?**

Our evaluation panel will read and score the entire contents of each cell – not just what is visible on the template. We also review the Supplementary Material attached for each question.

We created the template with 'fixed row heights' to make it easier to navigate and view all questions, but if you click on a cell, you can easily scroll down and see your entire response. Alternately, if you select the entire sheet, then 'format – auto-fit row height' you will be able to see your entire response.

**Q: What if my response does not fit in the cell?**

The maximum limit of each cell is quite huge – the equivalent of more than 30 pages of Word text. We are not anticipating that any companies will exceed that size for a single question.

**Q: Can I still send Supplementary Material?**

Yes, Supplementary Material is accepted and encouraged as it helps bring your workplace culture to life! This includes any additional material you wish to send us (such as photos, videos, communication samples, brochures, excerpts from your policy manual, screenshots, etc.) which support the information you shared with us in your Culture Audit responses.

To maintain continuity of your scored responses, please provide as much detail as is necessary for us to understand your culture and the threads that tie it together, but refrain from writing or pasting copious sections from other documents that detract from your response. Instead, use Supplementary Material for this purpose.

For example, it is not necessary to include your entire vacation policy and process for taking days off in your response to the question on Caring – Balancing (8a). Simply tell us about your approach to employee time-off in the context of work-life balance, then attach the policy as supplementary material if you think it is relevant.

For example, you could write something like “In keeping with our “work hard – play hard” culture, we encourage all employees to recharge with a generous vacation policy. All employees are eligible for 4 weeks’ vacation from their first year of employment, increasing to 5 weeks after 5 years. Please see attached Vacation Policy for more details.”

Supplementary material can be in any format and should be included as a link in the cell adjacent to your response (preferred method) or listed in the adjacent cell and sent as a file attachment (alternate method). When you include supplementary material, be sure to refer to it in your response so we know where it fits in.

**Q: I’m not comfortable working in Excel. Can I submit my Culture Audit in Word instead?**

All Culture Audits must be submitted on the Excel template.

If you find it easier, you can draft your responses in Word, then copy and paste into the Excel template before submitting.

Remember to keep your formatting to a minimum as most formatting will not transfer to excel (bold, underline and bullets seem to work fine, but images and custom graphics will not transfer).

**Q: Do you have any other tips for completing the Culture Brief and Culture Audit?**

We, we have created a 10 minute [webinar](#) which explains the Culture Brief and Culture Audit, including our evaluation criteria and scoring process. It is strongly advised that you watch this webinar before beginning your Culture Audit.

**Q: What if I still have questions about completing the Culture Brief and/or Culture Audit?**

If you still have questions after reading the FAQs and watching the webinar, please email Alison Grenier, Culture Audit Manager, at [alison.grenier@greatplacetowork.com](mailto:alison.grenier@greatplacetowork.com)