



### **Culture Assessment Quick Form Short Form**

For the full questionnaire contact your GDP Advisor

#### Vision

1. What is the reason why they are in business and what values do they represent

#### Leadership

2. How do you hold people accountable

#### Strategy

3. What is the current business strategy getting results today

#### Clients

4. What are the personnel structures used to manage client relationships, service and value delivery

#### Marketing

5. How does the company communicate with Prospects and Clients

#### Operations

6. How are process and procedures developed

#### IT

7. What accountability is in place for the use of automation today

#### Sales

8. What style of management and accountability methods are used to manage the sales force today

#### Conflict Resolution

9. How do you currently handle when an employee makes a mistake that impacts operations

#### Normal Behaviors

10. What behaviors, both positive and negative, would be normal in the company today that have not been listed in the above answers

[gdpadvisors.com](http://gdpadvisors.com)

2150 S Central Expwy Suite 280 Mc Kinney, Texas 75070  
800-473-8697/800-773-8686