



*“Businesses often forget ultimately they suffer for good service (or products)
Tony Hsieh CEO*

Can your company attract & keep Rockstars?

about the culture, and it because you can’t deliver from unhappy employees.” - Zappos.com

	Our company does nothing at all with this (Score: 0)	Our company doesn’t do this well (Score: 1)	Our company does this somewhat well (Score: 2)	Our company does this very well (Score: 3)	Our company is best in class with this (Score: 4)
1. Recruitment process that is Impressive & memorable					
2. Onboarding process that is well-planned & executed					
3. Performance reviews that are ongoing & candid					
4. Training & development that is ongoing & relevant					
5. Internal communications that are frequent & clear					
6. Health benefits that are flexible & competitive					
7. Perks & incentives that are motivating & diverse					
8. Flexibility of when & where to work					
9. Recognition programs that are relevant & drive achievement					
10. Compensation model that rewards performance & is competitive					
11. Office environment that is flexible & productive					
12. Career paths that are flexible & well-communicated					
13. Input into strategy that is frequent & genuine					
14. Exposure to Bd of Directors & CEO					
15. Exposure to other functions in the company for broader perspective					
16. Exposure to customers to understand their needs & wants					
17. Organization that is aligned & focused on a clear set of priorities					
18. Quality of co-workers is exceptional & constantly improving					

Okay, so what does your total score mean?

- 20 or less: It’s time for your leadership team to make a major culture overhaul its #1 priority.
- 21-40 Attracting Rockstars will be a problem until you make meaningful improvements.
- 41-60 You’re better than most. Pick 3 areas to make best-in-class in the next 6 months.
- 60 or higher: You should apply to [Great Place to Work®](#) & publicize how awesome is your culture.