

## GOOD COMPANY ASSESSMENT

The Good Company Assessment (GCA) is based on research and insights from *Good Company: Business Success in the Worthiness Era*. It is designed for organizations that understand that an “all-win” approach to business – one balancing the needs of employees, customers, community, the environment, and shareholders – is the path to consistently achieving their goals.

### *GCA data collection, analysis, and reporting process*

The GCA implementation consists of a five-step process:

1. Employees possess a great deal of wisdom and insight – not only about your organization as an employer, but also as a seller and steward. So we start with a “smarter employee survey” that systematically taps the wisdom of your workforce about the factors underlying your strengths and weaknesses as an employer, seller, and steward. Data can be collected either from a sample of employees or from the entire employee population.
2. Components of the measurement system are often augmented with additional data. Interviews with key executives are used to provide additional insights into important processes that may not be known to employees. In addition, several external data sources are used to confirm the validity of employees’ assessments. In some cases where these additional data sources are in conflict with the data gathered from employees, an adjustment is made to the (employer, seller, steward) score in question.
3. Statistical analysis is then used to systematically examine patterns in the data that reveal the most important underlying factors driving your company’s unique Good Company scores.
4. A highly visual and easy-to-understand report summarizing the findings from the GCA and providing prioritized, directional recommendations is prepared.
5. The findings and recommendations are presented to your executive team.

### *Benefits from the GCA*

In the emerging business reality, one in which the bar is simultaneously rising on three fronts – being a Good Seller, being a Good Steward, and being a Good Employer – a synergistic, integrated approach is needed. The Good Company Assessment provides your company with the measures and insights necessary to achieve the next level of performance and financial results.

### The GCA provides the following:

- Summative measures on where your organization stands as a Good Employer, Good Seller, and Good Steward
- Diagnosis of the top areas of opportunities for improving your standing as a Good Employer, Good Seller, and Good Steward

For many organizations the GCA may serve as either a supplement to or a replacement for an employee engagement survey.

### Who it’s for

The GCA is for senior executives who have responsibility for achieving organization goals. Usually the GCA sponsor is one of the following:

- CEO
- President of a major division
- SVP of HR

