

# About the Survey

## The 5C's Model

The PrinciplesUs™ Organizational and Team Culture Surveys rest on the 5C's Model of Culture, which includes the principles of Connection, Candid Communication, Clarity, Collaboration, and Contribution. This framework helps evaluate the multifaceted aspects of both an organization's internal environment and the dynamics within individual teams by assessing critical factors like employee job satisfaction, team cohesion, and organizational performance. A healthy 5C's report at either the organizational or team level indicates a strong, well-established culture that fosters growth, innovation, and a shared sense of purpose among its people.

The 5Cs are interconnected, each influencing the others. While focusing on all dimensions concurrently can be most effective, it can be beneficial in the early stages of culture improvement to target the weakest areas.

## The Factors

### Scoring

Each 5C dimension, or factor, is scored from 0 to 100 and is meant to convey the health of a company's culture by categorizing employee perceptions into three groups– Thriving, Getting By (split into Coping and Languishing), and Struggling – based on how they rate the company compared to a benchmark sample. Just like an “NPS” score, we then take the proportion of people in these 3 groups and output the result. In that sense, you can consider it a kind of “Net Thriver Score.”

- **Thriving:** Employees in this group feel very positive about the company's culture, rating it higher than most in the benchmark. They are typically highly engaged and satisfied with their work environment.
- **Getting By – Coping/Languishing:** Employees in this group rate the company culture as just OK. This group is divided into those who are coping (still fairly engaged) and those who are languishing (less engaged), indicating mixed levels of satisfaction and engagement.
- **Struggling:** Employees in this category view the company's culture as needing improvement and rate it lower than most in the benchmark, generally showing low engagement and satisfaction.

Because these scores are built off of research-based benchmarks, the higher the score, the higher you are likely to have engaged and thriving employees driven by that specific dimension.

LEVEL	MEANING	SCORE	BROAD STRATEGY
High	This indicates a healthier company culture, with a greater proportion of employees who are thriving.	$\geq 75$	Prioritize maintaining and reinforcing the strong aspects of the culture that contribute to the high score.
Mod	This indicates a company culture that is somewhat balanced but still has areas in need of improvement, suggesting that while a number of employees are thriving and engaged, others may only be getting by or struggling.	55 - 74	Focus on enhancing areas that are working well while addressing gaps that prevent higher scores.
Low	This indicates a less healthy company culture, with more employees who are struggling and potentially disengaged, posing a higher risk of attrition.	$< 55$	Direct immediate attention and resources to these areas.

### Subfactors

Within each 5C factor, we also present smaller 'sub-factors' that provide additional detail and insight to the representative 5C.

