



Use this simple script to help you glean the most helpful insight from your individual or group listening sessions.

## **SET THE STAGE**

Share why you're having this conversation and what you hope to achieve.

*"We're having conversations like this with people like you to help us better understand how employees are experiencing our company/team culture."*

## **DESIRED OUTCOMES**

Be clear about what you hope to learn.

*"Our hope is to gain more nuanced insight on what's working well, what's not working so well, the role leaders play in the employee experience, and what we might do differently moving forward."*

## **GROUND RULES**

Create psychological safety for participants.

*"We will not be sharing verbatims with anyone or attribute any comments to individuals. We are simply looking for patterns that might help leaders improve our culture/employee experience."*

## **DEMOGRAPHICS**

Capture meaningful participant attributes. This will help you recognize both patterns and distinctions once you have completed your listening sessions.

- **DIVISION**
- **TENURE**
- **ROLE TYPE / FUNCTION**
- **LEVEL**
- **PERSONAL ATTRIBUTES IF APPROPRIATE**  
(generation, gender, race, ability, etc.)





## **DISCUSSION GUIDE**

Walk into the conversation broadly, then continue to refine your questions as you go. Ask for more context or examples when appropriate.

**1** *“Which words or phrases might you use to describe our company culture to someone who doesn’t work here?”* **OR** *“If our company were a person, how would you describe them?”*

**2** *“When it comes to company culture, what do you think we get right?”*

**3** *“What do you personally enjoy about working here? “If our company were a person, how would you describe them?”* **OR** *“Can you share what you believe is most enabling about how we work?”*

**4** *“What can be frustrating or discouraging about working here?”* **OR** *“Can you share what you believe is most disabling about how we work?”*

**5** *“How do leaders contribute—in choices and behaviors-- to both the great things about our culture and the not-so-great things?”*

**6** *“What do you wish were true about working here?”* **OR** *“If you were the CEO of this company, what might you start doing as a means of enhancing our company culture?”*

**7** *“If nothing changed about our company culture in the next two years, what risks do you think we might face as a company?”* **OR** *“What do you believe is at stake if we keep doing things exactly as we do them today?”*

**8** *“What else do you wish the CEO knew about our company culture and what it’s like to work here?”*

## **CONFIRM AND AFFIRM UNDERSTANDING**

Ensure you understand concepts, context, and impact associated with what you hear by reflecting on your takeaways and opening the door for additional data.