

The Culture Assessment

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Culture is not the poster. It is what your incentives reward and your metrics watch. Rate each signal honestly — **true / partly / not yet** — and count the gaps.

SIGNAL OF A HEALTHY CULTURE	TRUE / PARTLY / NOT YET
Bad news travels UP fast — people admit lost deals early without spinning	
Someone junior can disagree with someone senior in a meeting, and does	
Reps say "I missed" — not "the lead was bad / product failed / pricing killed it"	
A win is "we"; the org celebrates the assist, not only the closer	
Information is shared by default, not hoarded as power	
People talk about skills they're building, not just numbers they're hitting	

THE INCENTIVE MIRROR
<i>Name one stated value, then what your comp and promotion ACTUALLY reward. Where they diverge is your real culture.</i>

MEASURE ONE HUMAN-SYSTEM METRIC LIKE PIPELINE
<i>Pick one — engagement, internal mobility, skill progression, burnout signals — and review it monthly with the seriousness you give the forecast.</i>

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