



## Why Culture?

We believe that great leaders and great culture create great organizations.

Every organization has a culture. It is created by the beliefs, actions, and characteristics demonstrated by the leaders and key individuals in the organization – and ultimately filters down to every employee. The makers within a culture are what create a sense of belonging and personal identity for the individuals within that culture. Building a great culture should be a top priority for executives.

**What your culture *is* however, may not be in alignment with the culture that you *want*.** Whether it is building a better working environment, creating equity and inclusion, recruiting top talent, improving productivity, navigating growth or change, or increasing alignment with stated organizational values, your culture must be prioritized. It is the key to creating meaningful change within your organization.

The culture of an organization is a combination of espoused values, beliefs, behaviors, and actions. It's not just a set of benefits or business systems. It can't be fixed by training or perks alone. **Creating and maintain a great culture requires a comprehensive strategy that every leader is invested in.**

### **CULTURE MARKERS ASSESSMENT**

Culture markers can't be pulled simply from a set of corporate values and a mission statement. Culture is represented in the beliefs and actions of your employees, too. Our Culture Marker Assessment takes the guess work out of the question, "What is our culture?" It provides a clear picture of where you are as an organization, so you can move toward the culture you truly want.

The Culture Marker Assessment takes the executive team through an exploratory process to understand the culture you desire as an organization, so we can build your ideal "Culture Markers". An assessment is then sent to every employee to capture their impressions of the organizational culture, why they work there, and what they identify with personally about working for the organization. Our team of experts will look at that data and provide an in-depth analysis of what your culture currently is and how aligned it is to your unique Culture Markers.

This information then is fed back to your executive team to best understand what the employees perceive about the culture, as well as the culture that currently exists within the organization. Our team will make recommendations on next steps and critical improvements. We can also work with you to navigate the shift toward greater cultural alignment.

We then reassess the organizational culture every 12-24 months to track progress and identify new pressure points within the organizational culture. Every three years we reevaluate your Culture Markers with the executive team to ensure your cultural goals have not changed or evolved.



THE CENTER FOR  
**LEADERSHIP  
EXCELLENCE**

**Culture Marker  
Assessment™**

## **ABOUT THE CENTER FOR LEADERSHIP EXCELLENCE**

We believe that *great leaders* and *great culture* create **great organizations**. After over 50 years in business and hundreds of years of combined expertise, the team at The Center for Leadership Excellence is driven to help organizations become *great places for people to work*. We help individuals strengthen their leadership skills through coaching and training and help organizations build great cultures through research & strategy, outplacement, and search services.

## **ABOUT THE PRINCIPLE INVESTIGATOR**

### **Jessica Gendron, President & CEO**

Jessica Gendron is a leadership expert, culture strategist, and President & CEO of The Center for Leadership Excellence which focuses on helping corporate leaders improve their leadership skills and workplace culture. She brings over 15 years of experience in leadership development and coaching, human resource consulting, and business leadership. In her former role as CEO of a young start-up, she had success growing the company, turning it into a thriving business; her core business focus was education and later expanded into an emerging technology business.

Jessica is sought out as a speaker and trainer, having addressed numerous organizations across the country. She has spent most of her career coaching individuals to grow and thrive professionally. She was named to the Indianapolis Business Journal's Forty Under 40 in 2021. In addition to her successful business and education experience, Jessica is an award-winning curriculum designer and was recently honored for her contributions to the industry she served in her last professional role.

**Jessica Gendron, President**  
jgendron@cleindy.com  
(317) 264-4119