

## How To Engineer A Healthy Culture

### The state of organizational culture today:

- 78% of Millennials want their employers to mirror their values<sup>1</sup>
- 84% of executives from leading organizations are taking measures to enhance their culture<sup>2</sup>
- 86% of C-suite executives believe their organization's culture is critical to business success<sup>3</sup>
- 87% of companies face culture and engagement challenges<sup>4</sup>

### Your Net Culture Score® enables executives to:

- Personalize engagement activities for greater individual belonging
- Improve team dynamics through curated group activities
- Prescribe programs to improve organizational cultural alignment

### Summery offers a 4-step values-based, AI-driven solution that:

#### 1. Assesses values and culture

- The Kind Quiz®
- Net Culture Score®

#### 2. Delivers deep data analytics

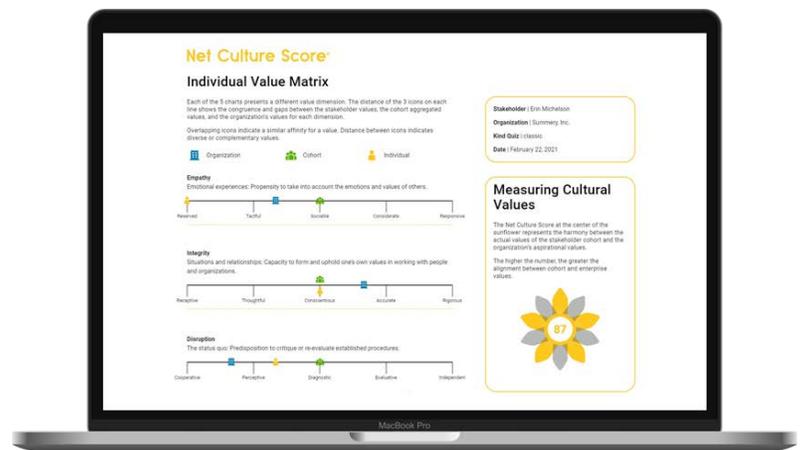
- Employee value profiles
- Organizational cultural alignment

#### 3. Engineers engagement

- AI-driven personalization
- Prescriptive programming

#### 4. Measures changes over time

- Set a cultural baseline
- Monthly reporting



*"The Kind Quiz not only enables our applicants to develop an awareness about themselves but also helps employers gain a greater understanding of their core values."*



- ISIS TORRES, NASDAQ ENTREPRENEUR CENTER

## We score employee values and organizational culture by:

- Leveraging our proprietary dictionary
- Deploying AI technology including Deep Learning and NLP
- Quantifying the alignment between aspirational organizational culture and actual employee values

## We turn our data into actionable solutions, including:

- Matching employees with social impact activities from our proprietary database of 20,000 global, 100% virtual opportunities
- Data-curating custom team activities for greater diversity, equity, and inclusion
- Prescribing company-wide social impact campaigns to narrow the cultural gap
- Activating employee values by making a donation to a nonprofit organization that represents the organization's collective values



## For More Information

Contact Erin Michelson, Summery Founder + CEO, at [erin@summery.ai](mailto:erin@summery.ai) to learn more about how your organization can benefit from increased cultural alignment.

***"Seeing the giving personalities of our teammates and the data-driven donation representing their collective values was not only insightful, but also a fun way to engage our team."***

**- ALANA SHAIN, DIRECTOR, INNOVATION & CULTURE, SALESFORCE**

salesforce

<sup>1</sup> "Redefining the C-Suite: Business the Millennial Way," American Express

<sup>2</sup> "Transforming Attitudes and Actions: How Senior Leaders Create Successful Workplace Culture," Dale Carnegie Research Institute

<sup>3</sup> The Katzenbach Center at Booz & Company

<sup>4</sup> "The Naked Organization," Deloitte Insights