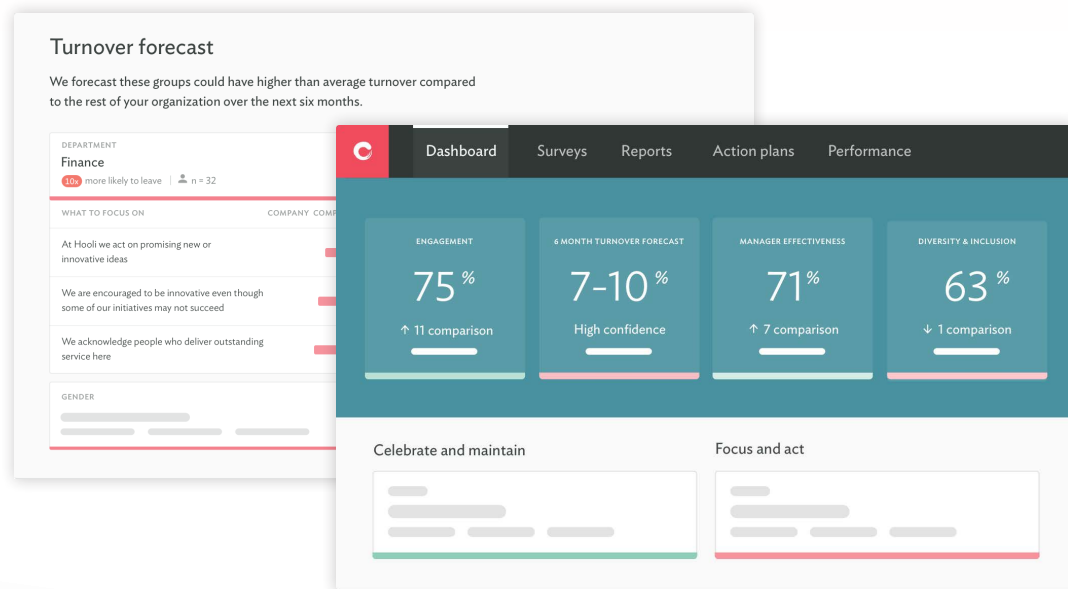




Take action to improve employee engagement, retention, and performance



Connect the dots across the employee experience

### People & Culture Platform

Insights across the employee experience from engagement and performance.

#### Engagement

Diagnostic, deep dive and pulse surveys with powerful analytics and action planning.

#### Performance

Truly develop your people with performance reviews, goal tracking, continuous development, and 360s.

# Culture Amp puts the power of feedback into your hands



## Best of breed platform

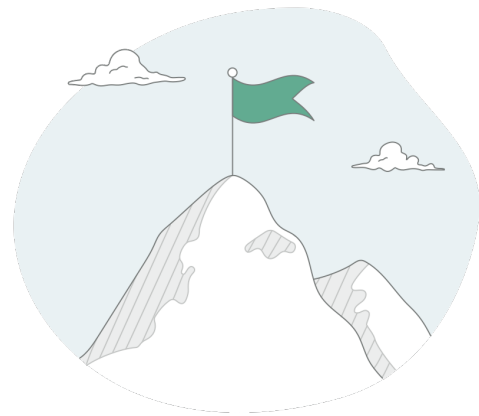
Connect the dots across the employee experience to predict what's going to happen next.

- ✓ Designed and supported by experts
- ✓ Focused on constructive feedback, insights, and action
- ✓ Continuously improved by 2000+ innovative companies

## Drive behavioral change

Enable your people to take control of their own development with a platform that's easy for everyone to use.

- ✓ Focus on the areas that will have the greatest impact
- ✓ Nudge individuals, teams, and leaders to act
- ✓ Harness tried and tested inspirations from leading companies, thought leaders and experts



## Powered by collective intelligence

Tap into what's working in practice for over 2000+ innovative companies who put culture first.

- ✓ Explore what inspires leading-edge companies
- ✓ Share your knowledge with over 50,000 People Geeks
- ✓ Access relevant content curated by machine learning



At Culture Amp we want to empower our customers to use feedback to put culture first. We bring together current scientific thinking, sophisticated technology, and the practical experience of the world's most successful culture-focused companies. None of this was possible a few years ago, and it's only going to accelerate from here.

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**Dr. Jason McPherson**, Chief Scientist, Culture Amp

# Strengthen your culture to build a better company with diagnostic, deep dive and pulse surveys with powerful analytics and action planning.

## Ask the right questions

Select from our library of research-backed engagement, pulse, and deep dive surveys designed by organizational psychologists and data scientists. Use them off-the-shelf or tailor them to include our latest questions on employee wellbeing, diversity and inclusion, and change readiness.

Engagement Survey

Overall 4 unanswered

I would recommend Hooli as a great place to work

Agree

Add

Heatmap

Department

		Overall Hooli	Product	Sales	Marketing	Operations
NO. OF RESPONSES	2.1k	699	636	395	210	
Engagement	69%	-1	1	0	1	
Company Confidence	72%	-3	3	-2	0	
Alignment & Involvement	68%	-1	2	-2	3	
Enablement	76%	-2	1	-3	4	
Feedback & Recognition	74%	-1	0	0	-1	
Innovation	72%	0	1	-2	0	
Leadership	74%	-1	0	0	1	
Learning & Development	69%	-2	2	-2	1	

## Understand the results

Culture Amp helps you identify opportunities for impact by surfacing drivers of engagement and hotspots across teams and demographics. You can benchmark the results against organizations like yours and track your progress all within the platform.

## Take action together

Managers and teams have all the tools they need to find a focus, build a plan based on real-world inspirations from companies like yours, and collaborate on effective action.

Select an action

ENABLEMENT

I have access to the things I need to do my job well

Go-to-Badges

Increase knowledge sharing

Increase knowledge sharing by highlighting people's expertise. The organization that came up with this idea nominates individuals to wear 'badges' on their desks with topics they know

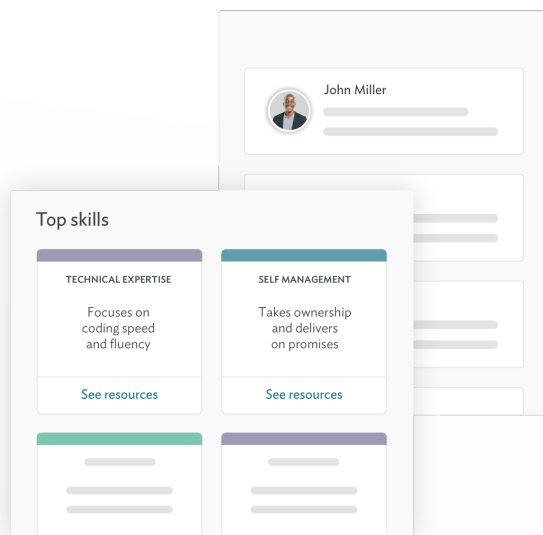
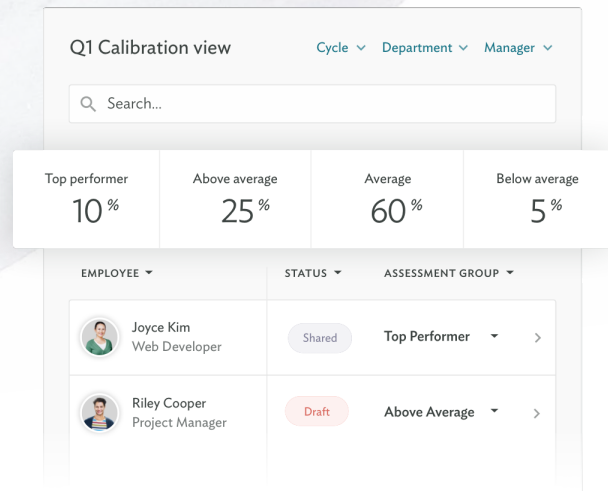
▼



# Truly develop your people with performance reviews, goal tracking, continuous development, and 360s.

## Calibrate effectively

Assess employee performance holistically across your company. Tailor reporting to your exact specifications by filtering evaluation data based on departments, levels, and other criteria for effective calibration meetings.

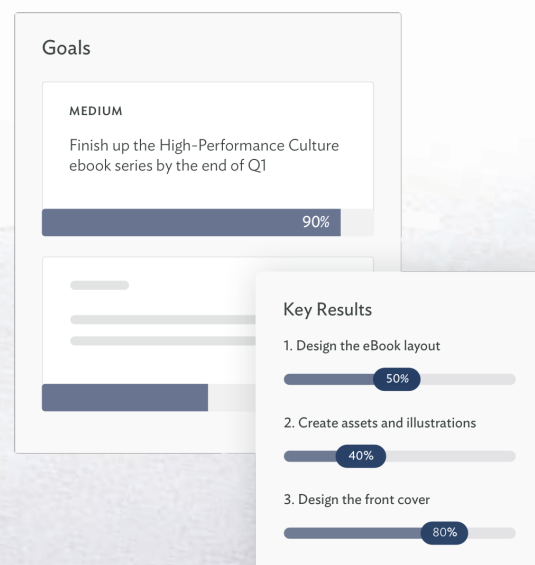


## Manage a skills inventory

Know the skills of a top performer to drive success throughout the company. Get a clear understanding of skills at the team and organizational level to help with strategic talent planning and L&D programs.

## Set and manage agile goals

Get everyone on the same page by setting and managing personal goals. Set and track goal progress, associate them with department objectives, and leave comments or flag blockers that require attention.



# Create remarkable experiences from interview to exit and beyond.

## Capture the employee perspective

Create opportunities for reflection and feedback at every employee milestone. Fuel rich one-on-one conversations with honest and reliable feedback.

**Onboarding**

**Recruitment** 4 unanswered

I was provided accurate information about Hooli during the recruitment process Agree

How long did your recruitment process take from your first application?

☐ 1 month or more ☐ 2 months or more  
☐ 3 months or more ☐ 2-4 weeks  
☐ 0-2 weeks ☐ over 4 months

**Onboarding response** Mrs. Elza Lindgren

Recruitment

**Strongly agree** I was provided accurate information about Hooli during the recruitment process

**Neither agree nor disagree** The recruitment and selection process was professionally conducted

How long did your recruitment process take from your first application?

• 1 month or more

## Understand the journey

From onboarding to exit, see what makes people join or leave your company, and how you can make that journey more fruitful. Explore perspectives from different demographics and identify hotspots that need attention.

## Drive your strategy with data

Equipped with empirical data, you'll be able to cut through the chatter to improve how your organization attracts, motivates, develops and retains employees.

Questions			
IMPACT	QUESTION	FACTOR	FAVORABLE SCORE
HIGH	I have had good training on all necessary software and systems	Onboarding Experience	<div><div></div><div></div></div>
MEDIUM	My induction program was thorough and effective	Welcome & Induction	<div><div></div><div></div></div>
			<div><div></div><div></div></div>
			<div><div></div><div></div></div>

# Join 2000+ Culture First companies



CIRQUE DU SOLEIL®



ORACLE®

ThoughtWorks®

P I X A R  
ANIMATION STUDIOS



SOULCYCLE



We fundamentally believe that our culture is our competitive advantage. It is what allowed us to pivot from a failed gaming company into the fastest growing B2B SaaS company ever.

—  
Dawn Sharifan, Head of People at Slack



I am proud of how Culture Amp has been part of my career at Airbnb – from the challenge assignment during my interview process, to the benchmark when I arrived, to the satisfaction of substantially growing engagement in my first year.

—  
Mark Levy, Global Head of Employee Experience at Airbnb



WARBY PARKER

We use Culture Amp to find ways to improve, to benchmark ourselves against best-in-class companies, and to deliver on our commitment of being data-driven in every area of the business.

—  
Neil Blumenthal, CEO at Warby Parker