

Leadership Culture & Communication Self-Assessment For Owners & Chief Executives of Growing Companies

Purpose:

This assessment helps you reflect on how effectively you shape company culture and internal communication as a strategic leader. It will highlight strengths, gaps, and opportunities for intentional action.


Instructions:

- Rate yourself on a scale of **1 (low) to 5 (high)**
- Reflect on each section and identify an area for **strategic improvement**.

1. Culture as a Competitive Advantage

- ☐ I have a clear, articulated vision for the kind of culture I want to build in my organisation.
- ☐ Our company culture supports our business strategy and growth ambitions.
- ☐ We have defined company values that are actively reinforced, not just words on a website.
- ☐ I can confidently describe how our culture differentiates us in our market.


◆ **Your Score (1-5):** _____

 **Reflection:** How does your company's culture contribute to business success?

2. Leadership's Role in Culture Building

- ☐ I actively shape company culture through my behaviours, decisions, and leadership approach.
- ☐ I hold senior leaders and managers accountable for reinforcing our cultural values.
- ☐ I ensure culture is considered in hiring, promotions, and key business decisions.
- ☐ I create an environment where employees feel a strong sense of purpose and belonging.


◆ **Your Score (1-5):** _____

 **Reflection:** What leadership behaviours have the biggest influence on your company's culture?

3. Communication & Transparency at the Leadership Level

- ☐ I communicate our vision, strategy, and key decisions clearly and consistently.
- ☐ Our internal communication fosters alignment across departments and teams.
- ☐ I ensure that company-wide decisions are communicated transparently and with context.
- ☐ We have mechanisms for employees to voice concerns, ideas, and feedback at all levels.


◆ **Your Score (1-5):** _____

 **Reflection:** How do you ensure company-wide alignment through communication?

4. Organisational Trust & Psychological Safety

- ☐ Employees at all levels feel safe raising concerns and challenging ideas.
- ☐ We have a culture of learning, where mistakes lead to improvement, not blame.
- ☐ Senior leadership actively listens to employees and follows up on feedback.
- ☐ We prioritise ethical leadership and decision-making, even when it's difficult.


◆ **Your Score (1-5):** _____

 **Reflection:** What signals tell you whether trust is strong or weak in your organisation?

5. Scaling Culture & Communication in Growth

- ☐ As we grow, I ensure that culture evolves intentionally rather than by accident.
- ☐ Our onboarding and leadership development reinforce cultural expectations.
- ☐ We have clear systems to maintain strong internal communication across teams.
- ☐ I actively prevent silos and disconnection between leadership and frontline employees.

◆ **Your Score (1-5):** _____

 **Reflection:** How has your culture evolved as your company has grown, and how have you managed that change?

6. Future-Proofing Culture & Leadership Legacy

- ☐ I invest in leadership development to sustain our culture beyond my direct influence.
- ☐ I have a plan for succession and leadership continuity that aligns with our values.
- ☐ I think long-term about the culture we are building for the next generation of leaders.
- ☐ I consider culture-building as important as financial growth in long-term planning.

◆ **Your Score (1-5):** _____

 **Reflection:** How do you ensure your company's culture outlives your direct leadership?

Final Reflection: Identifying Priorities

Looking at your scores and reflections:

☐ Which area is your greatest strength?

📌 I excel in...

☐ Which area needs the most improvement?

📌 I want to focus on...

☐ What is **one strategic action** you can take in the next quarter to strengthen culture & communication at the leadership level?

📌 My next step is...

"The culture of any organisation is shaped by the worst behavior the leader is willing to tolerate." – Gruenert & Whitaker