

The Six-Phase Audit

How a Cultural Performance Audit™ runs, from sponsor alignment to re-audit. Culture is an output; incentives are the input.

01 Scope & sponsor alignment

Agree on the decision the audit informs — an acquisition, a re-org, a comp redesign, a new CEO's first 100 days — and define population, confidentiality, and reporting cadence.

02 Instrument deployment

The audit goes to the population: three scored sections, a word bank, and five open prompts. Answers are on how things are, not how people wish they were.

03 Leadership interviews

Structured interviews with the executive team and a cross-section of frontline operators.

04 Incentive mapping

Every scored gap is mapped to the incentive producing it — comp, promotion criteria, meeting design, decision rights, recognition, informal status.

05 Findings & perverse loops

Scored profile, word-bank signature, verbatim themes, and the named loops where the system pays people to do what you say you don't want.

06 Redesign & re-audit

A prioritized redesign of the incentives driving the worst scores, then a re-run on a fixed cadence so change is measured, not asserted.
