



## Bell Weather Corporation / *Culture Report*

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We will break down how we talk about your business culture at Bell Weather into the two components we use at The Hire Effect™ – core values and mood. An important point here is that you will want to acknowledge and clearly articulate the culture as it is, not as you want it. From here, you will be able to shift the values and mood to those that will be most effective to achieve the planned growth you've expressed.

During the Culture Snapshot Survey two questions were asked to get the data we needed from the 119 participants from Bell Weather Corporation:

What do you and those that know you think Bell Weather cares about?

How would you describe the interactions among teammates as they work?

These two questions netted the following results:

### **Core Values (169 data points):**

Customer Experience  
Community Support  
Profitability/Money

*Notable:*

Profit consciousness can be detrimental especially when the drive for making money usurps caring for employees or smaller customers are at risk of feeling insignificant.

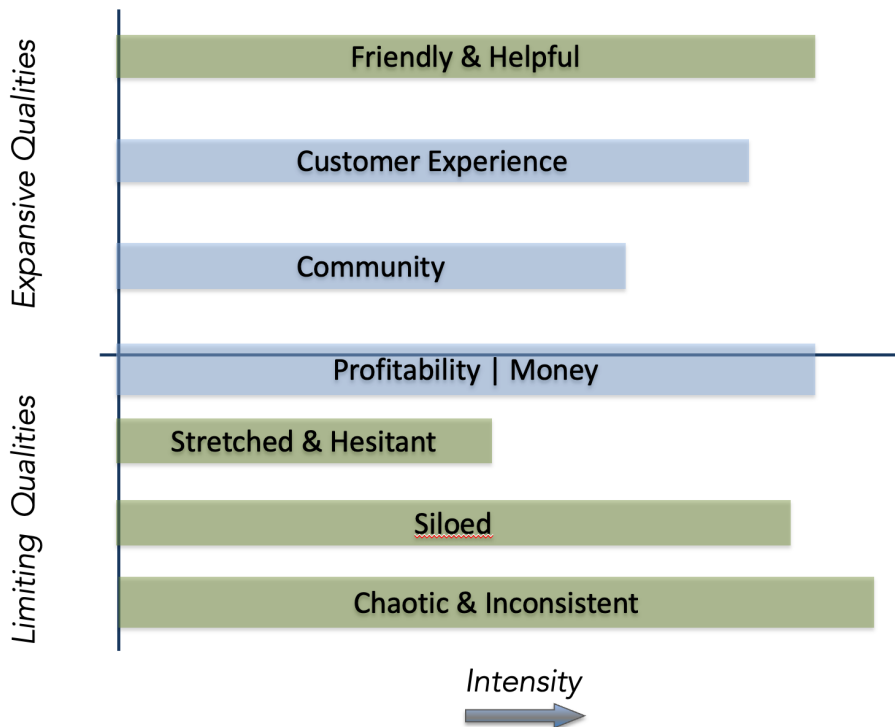
### **Mood (273 data points):**

Friendly & Helpful  
Stretched & Hesitant  
Siloed  
Chaotic & Inconsistent

*Notable:*

Given these responses it appears that your team is putting on a brave face. It's hard to do your job feeling stretched, in a chaotic and inconsistent group.

## BELL WEATHER | SNAPSHOT OF ACTUAL CULTURE



### Conclusion

There are definite assets that can be and likely are being leveraged by your company. There are also immediate concerns that if addressed soon, could significantly change the agility and success of your current team.

**Assets** that you can bank on include the reputation and drive of the team to provide a great customer experience in a friendly and helpful manner. A rare asset is your organization's love of and support for the local community. Plugging into these assets more deeply could solidify your presence in the community and rally critical support from them when you need it.

**Liabilities** are pretty clear. The team feels hesitant to act and their responsibility load is high. It is possible those things are a result of the chaotic and inconsistent direction from the leadership team. They can't do their current jobs in this manner for long. This might be showing up in turnover or difficulty in getting strategic projects done on time and effectively.