



# Countertalk Culture

**Countertalk exists to build community and improve working conditions in the hospitality industry. We work to empower people, business owners and employees to be the best they can be and to go into work happy.**

COUNTERTALK CULTURE is a tailored insight and analysis tool to give you a deep understanding of how your staff feel about their workplace, what's going wrong, what's going right, and why. It's an opportunity to see how your staff feel, to understand why and to turn intangible feeling into tangible results. It empowers you to positively build on or change your company culture, for a strong foundation which will make your reputation, your hiring and your day-to-day working environment the very best that it can be.

## So how does it work?

Countertalk Culture is 100% anonymous and 100% direct to Countertalk, setting up an environment in which the answers can be 100% genuine.

We send you a link to a secure digital survey, to be shared with all your staff, along with an overview of what the survey is for. They will fill in their thoughts and remarks, and Countertalk receives the data directly.

The respondents are anonymised, the feedback is collated, the results are analysed and then returned to you in an easy-to-digest, straightforward document full of vital information and analysis with commentary and suggestions to make sense of your results. This document can then be used for fine tuning and evolving your workplace culture.

As a one-off exercise taking a snapshot temperature check of the health of your culture, or as a repeat program allowing you to track results, Countertalk Culture can provide unique insights to allow you to move towards the best possible version of your company.

## Areas covered

- Working Environment
- Staff sentiment; Salaries, Communication, Work-Life Balance
- Staff Turnover
- Perks and Benefits, what's offered and what's actually needed
- Company Values
- Employee onboarding
- Diversity
- AND MORE

## How much does it cost?

SPECIAL EARLY ADOPTER RATE	EMPLOYEES PER SITE	
	10 -15	- £300
16 - 40	- £400	
41 +	- £550	

**To get involved or find out more  
email: [max@countertalk.co.uk](mailto:max@countertalk.co.uk)**