

Assessing Company Culture

This playbook outlines the steps to evaluate the culture of potential employers during a job search. It is designed to help job seekers identify and select workplaces where they can thrive and feel aligned with the company's values and work environment.

Step 1: **Research**

Initiate your evaluation by thoroughly researching the company's background. Look for its mission statement, values, and recent news articles. Review the company's website, social media, and platforms like Glassdoor where current and former employees may share insights.

Step 2: **Network**

Reach out to your professional network, including LinkedIn contacts, to find current or past employees of the company. Ask them for their candid opinion about the company's culture.

Step 3: **Observe**

During interviews or office visits, observe the environment and interactions. Take note of the office layout, how colleagues interact, and the general vibe. Does it seem formal or casual? Are people collaborative or isolated?

Step 4: **Ask Questions**

Prepare a set of questions to ask your interviewer about company culture, such as how the company handles work-life balance, what the team's working style is, and examples of company values in action.

Step 5: **Reflect**

After gathering all information, take time to reflect on what you've learned. Compare the company's culture with your personal values and working style preferences to see if they align.

Step 6: **Decision**

Make an informed decision about whether or not you can thrive in the company's environment. Trust your instincts and consider all the information you have gathered throughout the evaluation process.

General Notes

Online Forums

Don't overlook online forums and communities related to the company's industry where employees might discuss their work experiences.

Values Assessment

Conduct a personal values assessment to clarify what cultural aspects are most important to you in a workplace before you start your search.