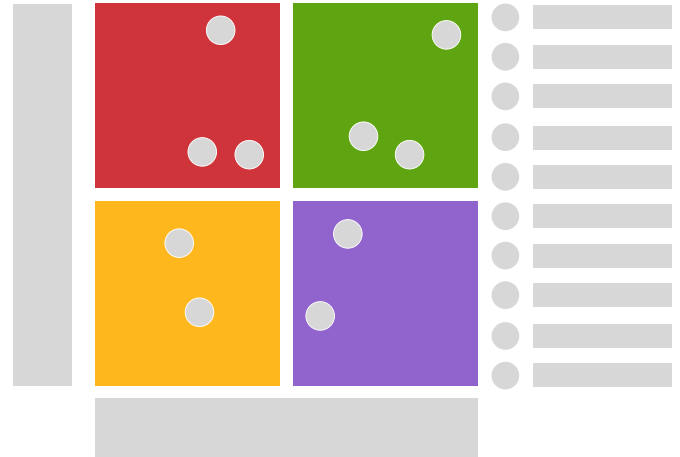


## A powerful tool for developing workplace culture

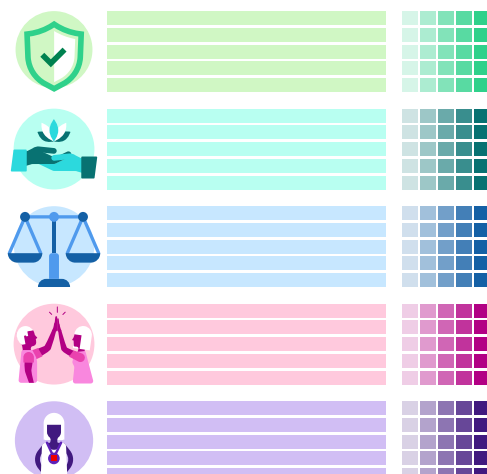
The Driver / Impact Analysis shows which statements from the employee survey have the greatest influence on workplace culture. The 60 statements of the Trust Index™ are examined for their influence on workplace culture and are categorized in the Driver / Impact Matrix as strengths or development potential. This gives organizations an individual and informative profile, enabling them to set the right priorities for further action.



## Benefits of the Driver / Impact Analysis

- Identification of the relative strengths and development potential of the workplace culture
- Top 5 strengths and top 5 fields of action at one glance
- Targeted planning of measures with the greatest impact
- Identify priorities in the development of workplace culture
- Serves as basis for EVP (Employer Value Proposition) development

## Positioning the Trust Index™ statements in the Driver / Impact-Matrix (strengths & development potential)





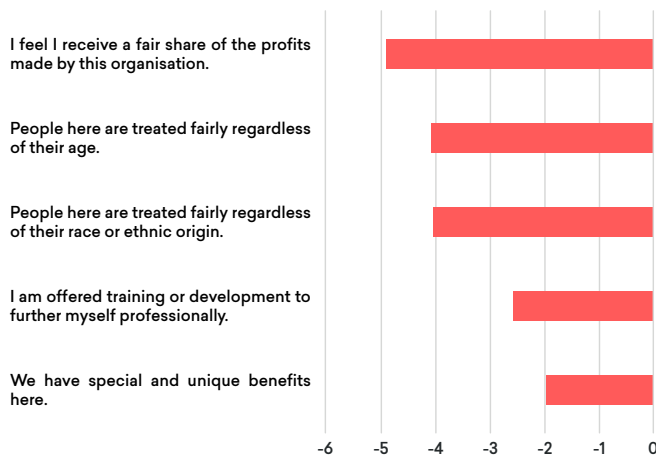
# Driver / Impact Analysis

## Most Important 5

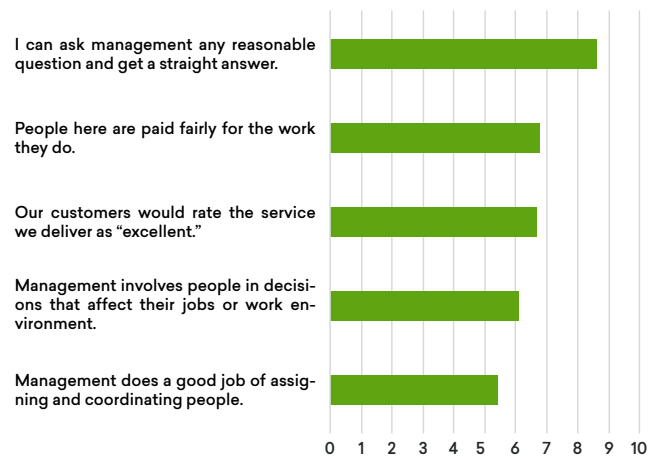
Out of all dimensions of the Trust Index™ (credibility, respect, fairness, pride, camaraderie) the five most important strengths and development areas are evaluated and displayed in the „Most Important 5“.

The „Most Important 5“ clearly indicate the most important strengths and fields of action that can be influenced by employees and managers.

Most important fields of action



Most important strengths



### Structure

1

Conduct Trust Index™ survey

2

Analysis of the results

3

Positioning the results in the Driver / Impact-Matrix

4

Listing of the Most Important 5

5

Ideally: action planning with the „[Action Planning Workshop](#)“