

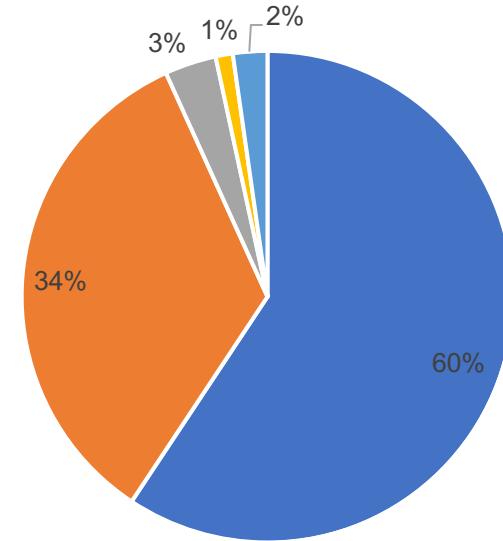


CULTURE SURVEY 2023
OVERVIEW OF RESULTS
March 2024

ENGAGEMENT

ENGAGEMENT QUESTIONS (7):	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
8. At work, I have the opportunity to do what I do best every day.	50.0%	46.2%	0.0%	0.0%	3.8%
9. There is someone at work who encourages my development.	57.7%	30.8%	7.7%	0.0%	3.8%
10. I have the opportunity to explore my potential and skills at the company.	42.3%	50.0%	3.8%	3.8%	0.0%
21. I feel that my contributions are valued.	65.4%	30.8%	0.0%	0.0%	3.8%
22. I am enthusiastic about my job.	69.2%	26.9%	0.0%	0.0%	3.8%
27. In my team we often try out new methods and approaches.	61.5%	23.1%	7.7%	3.8%	3.8%
29. My team balances our workload effectively.	65.4%	34.6%	0.0%	0.0%	0.0%

Average Engagement Index



Highly Engaged + Engaged

2023 = **94%**

2022 = **93%**

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree

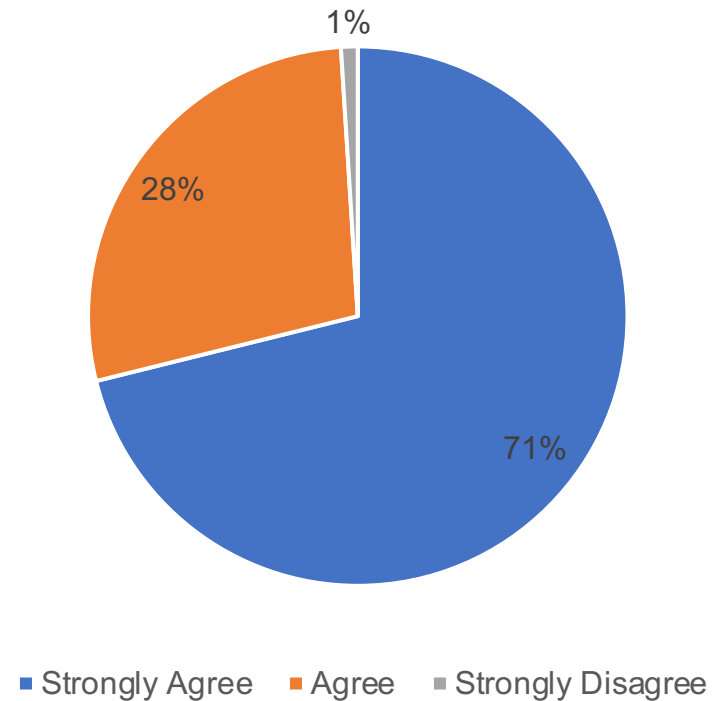
Staff Brand Promises

	2023	2022
CORE VALUES	99%	97%
CONNECTEDNESS	92.4%	91.4%
STAGE 5	94.7%	94.5%

CORE VALUES

CORE VALUES QUESTION (4):	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
2. I understand the core values at C4Media.	80.8%	19.2%	0.0%	0.0%	0.0%
3. I believe that our core values are shared by everyone in the Company.	50.0%	46.2%	0.0%	0.0%	3.8%
4. I am willing to go above and beyond in my role.	84.6%	15.4%	0.0%	0.0%	0.0%
26. The goals of our company are important to me personally.	69.2%	30.8%	0.0%	0.0%	0.0%

Average Core Values Index



Strongly Agree + Agree

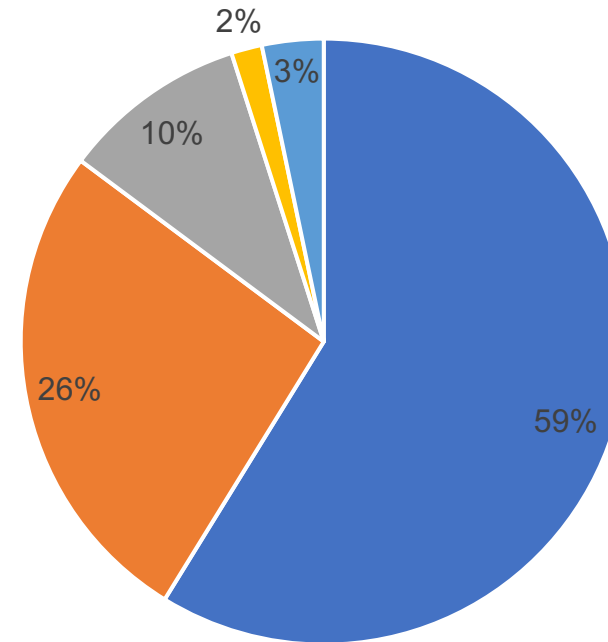
2023 = **99%**

2022 = **97%**

PSYCHOLOGICAL SAFETY

PSYCHOLOGICAL SAFETY QUESTIONS (7):	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
5. I know what is expected of me.	65.4%	26.9%	7.7%	0.0%	0.0%
7. At work, my opinions seem to count.	61.5%	23.1%	11.5%	0.0%	3.8%
9. There is someone at work who encourages my development.	57.7%	30.8%	7.7%	0.0%	3.8%
11. In the last six months, someone at work has talked to me about my progress.	23.1%	30.8%	30.8%	7.7%	7.7%
12. My supervisor, or someone at work, seems to care about me as a person.	88.5%	11.5%	0.0%	0.0%	0.0%
16. In the last month, I have received recognition or praise for doing good work.	46.2%	30.8%	11.5%	3.8%	7.7%
30. I feel safe to voice my opinion - even if it differs from the team's or the manager's.	69.2%	30.8%	0.0%	0.0%	0.0%

Psychological Safety Index



Strongly Agree + Agree

2023 = **85%**

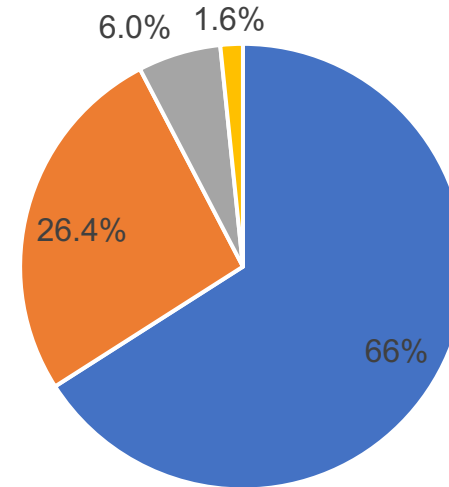
2022 = **85.7%**

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree

CONNECTEDNESS

CONNECTEDNESS QUESTIONS (7):	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
6. I have the materials and equipment I need to do my work right.	76.9%	19.2%	0.0%	0.0%	3.8%
13. I am encouraged to make time to connect with my colleagues.	46.2%	30.8%	19.2%	0.0%	3.8%
14. I have a friend at work.	65.4%	23.1%	11.5%	0.0%	0.0%
15. I believe that I can reach out to anyone in the company if I need to.	69.2%	26.9%	3.8%	0.0%	0.0%
20. Knowledge and information is freely shared at C4Media.	65.4%	30.8%	3.8%	0.0%	0.0%
22. I am enthusiastic about my job.	69.2%	26.9%	0.0%	0.0%	3.8%
24. The company is interested in my well-being.	69.2%	26.9%	3.8%	0.0%	0.0%

Average Connectedness Index



- Strongly Agree
- Agree
- Neither Agree or Disagree
- Strongly Disagree

Strongly Agree + Agree

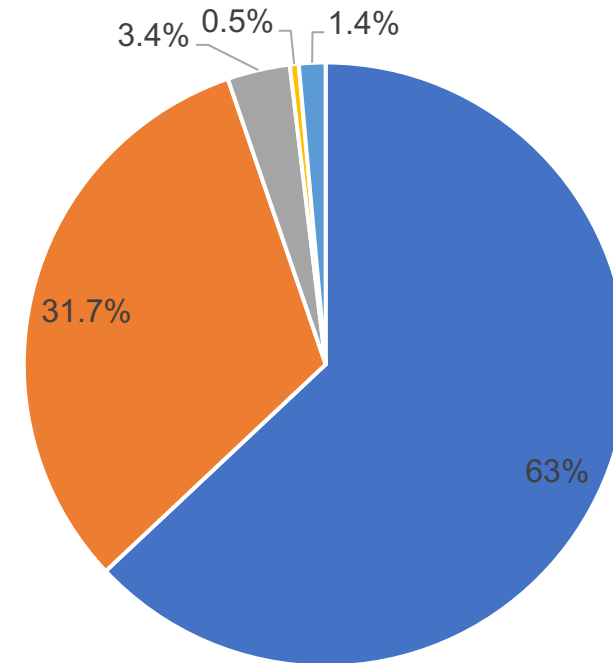
2023 = **92.4%**

2022 = **91.4%**

STAGE 5

STAGE 5 QUESTIONS (8):	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
1. The mission or purpose of my company makes me feel my job is important.	53.8%	42.3%	0.0%	0.0%	3.8%
8. At work, I have the opportunity to do what I do best every day.	50.0%	46.2%	0.0%	0.0%	3.8%
17. This last year, I have had opportunities at work to learn and grow.	53.8%	42.3%	3.8%	0.0%	0.0%
18. We compete for the best ideas (not for being better than another person or better than another company).	61.5%	30.8%	3.8%	3.8%	0.0%
19. My co-workers are committed to doing quality work.	69.2%	30.8%	0.0%	0.0%	0.0%
23. Our company inspires me to perform at my best.	69.2%	23.1%	3.8%	0.0%	3.8%
25. I plan to be working for the company one year from now.	88.5%	3.8%	7.7%	0.0%	0.0%
28. Our company is making the changes necessary to compete effectively.	57.7%	34.6%	7.7%	0.0%	0.0%

Average Stage 5 Index



Strongly Agree + Agree

2023 = **94.7%**

2022 = **94.5%**

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree

STRENGTHS

	% Favourable	% Neutral	% Unfavorable
2. I understand the core values at C4Media.	100%	0%	0%
4. I am willing to go above and beyond in my role.	100%	0%	0%
12. My supervisor, or someone at work, seems to care about me as a person.	100%	0%	0%
19. My co-workers are committed to doing quality work.	100%	0%	0%
26. The goals of our company are important to me personally.	100%	0%	0%
29. My team balances our workload effectively.	100%	0%	0%
30. I feel safe to voice my opinion - even if it differs from the team's or the manager's.	100%	0%	0%

OPPORTUNITIES

	% Favourable	% Neutral	% Unfavorable
11. In the last six months, someone at work has talked to me about my progress.	53.8%	30.8%	15.4%
13. I am encouraged to make time to connect with my colleagues.	76.9%	19.2%	3.8%
16. In the last month, I have received recognition or praise for doing good work.	76.9%	11.5%	11.5%