YOUR  
LOGO

**COMPANY NAME**

CULTURE AUDIT PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your workplace culture audit. We specialize in assessing and strengthening organizational culture through insights-driven analysis, helping leaders foster a positive and inclusive work environment.  
  
This proposal outlines how we will support [Client Name] in understanding current culture, identifying gaps, and recommending actions.

# Problem or Opportunity

[Client Name] is experiencing rapid growth, organizational change, or challenges with employee engagement and seeks to better understand how culture is impacting performance, retention, and morale.

# Proposed Solution

We propose a structured culture audit that includes surveys, focus groups, and leadership interviews to gather insights into employee sentiment, values alignment, and organizational behaviors.  
  
Key Benefits:  
- Greater awareness of cultural strengths and risks  
- Actionable recommendations for cultural alignment  
- Improved communication, engagement, and retention

# Scope of Work

Our culture audit services include:  
  
- Culture survey design and deployment  
- Focus groups and stakeholder interviews  
- Analysis of values, behaviors, and communication norms  
- Comparison to industry benchmarks  
- Detailed report with insights and action steps

# Timeline

Proposed schedule for planning, assessment, and reporting:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Discovery Phase | Initial planning and stakeholder alignment | [Start Date] |
| Data Collection | Deploy surveys and conduct interviews | [Date] |
| Analysis | Review findings and identify patterns | [Date] |
| Report & Presentation | Deliver insights and recommendations | [Completion Date] |

# Pricing

Estimated pricing for a full culture audit engagement:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Survey & Interviews | Design and deploy tools | [Amount] |
| Analysis & Reporting | Data synthesis and insights | [Amount] |
| Presentation | Strategy session with leadership | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a workplace strategy firm with deep expertise in culture transformation, engagement, and DEI.  
  
- Experience: [X] years working with mission-driven and high-growth organizations  
- Tools: Custom surveys, interviews, culture mapping, benchmark analysis  
- Mission: To help businesses build workplaces where values and behaviors align

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Culture audit and action plan for hybrid team  
- Outcome: Boosted engagement scores by 22% and reduced turnover by 18%  
  
Testimonial:  
“[Your Company Name] helped us understand our culture from every angle. Their recommendations were actionable and impactful.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% upfront, 50% upon delivery of final report.  
Confidentiality: All employee responses and internal data are handled with full confidentiality.  
Revisions: One revision included after presentation of findings.

# Acceptance

To begin the culture audit engagement, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_