one hour to talk

Helping people win

Play To Win Business Assessment®

Your X-Ray for your corporate culture

Play To Win Assessment®

The X-ray for your corporate culture

What if your company has long been underperforming, and no one sees it?

Good people are leaving, the spirit is gone, leadership seems nice but powerless. Everyone talks about culture, but no one knows where to really start.
This isn't just nerve-wracking. It's costing you market share.

What's it all about?

Our Play to Win Assessment reveals

- where your hidden performance brakes lie,
- where culture is just a facade,
- and what is really blocking your teams.

We measure on three levels: organization, leadership, and employees, and show you crystal clear:

- ✓ What works.
- ✓ What is holding you back.
- ✓ Where investments are truly worthwhile.

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Why is this different from any run-of-the-mill tool?
Because we don't measure randomness. We measure what makes real performance possible.
Psychologically sound, economically relevant:

- 15 precise cultural factors
- Play to Win Score for each area
- Action plan with prioritization
- Positioning of your company in 5 cultural levels (from "Very Bad" to "Great")

"If you only address the symptoms, you will never find the systemic errors."

Who is this for?
For companies that:

- ✓ are not satisfied with mediocrity.
- ✓ want to anchor high performance in the long term.
- ✓ understand that without clarity about their own patterns, no training will bring real progress.

Play To Win Assessment®

The X-ray for your corporate culture

18

Months of development and scientific review by our team of experts in Europe and the US.

25

Years of consulting experience in what companies need for a healthy performance culture now and in the future.

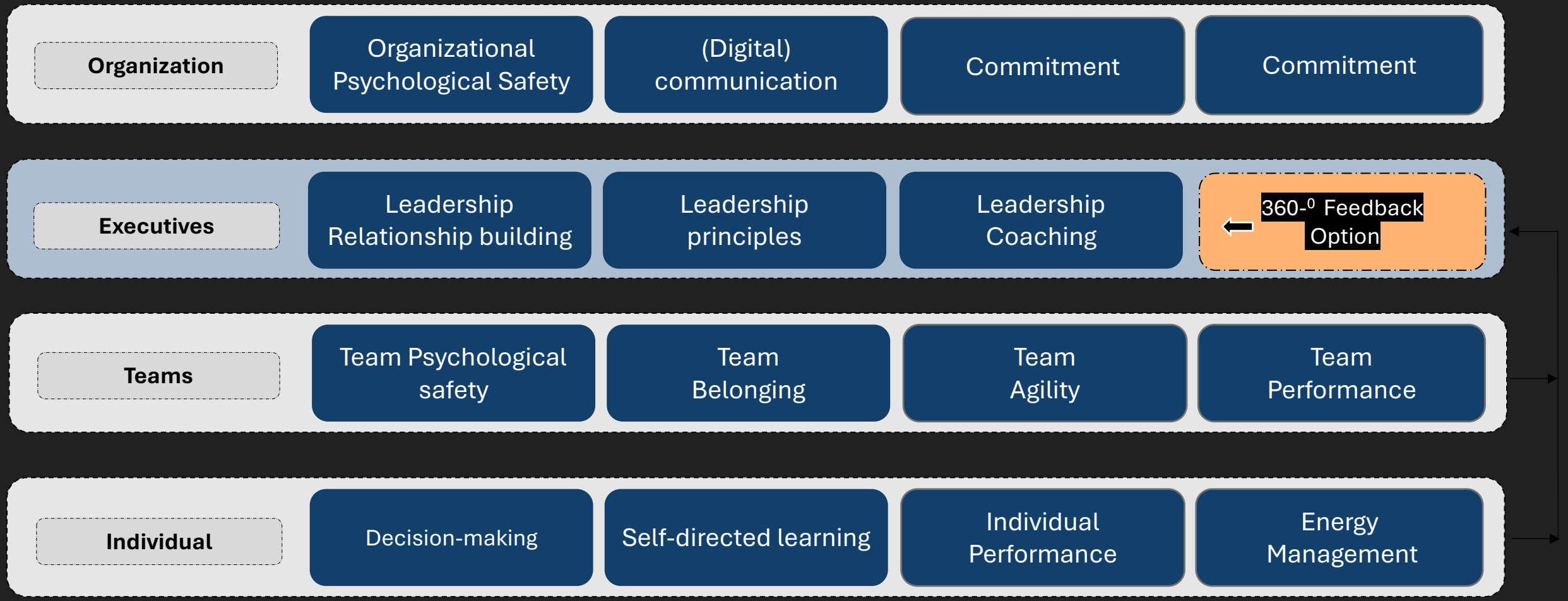
1

One goal.
We make your success measurable.
Because each of our measures contributes to your economic success.

Play To Win Business Assessment at a glance

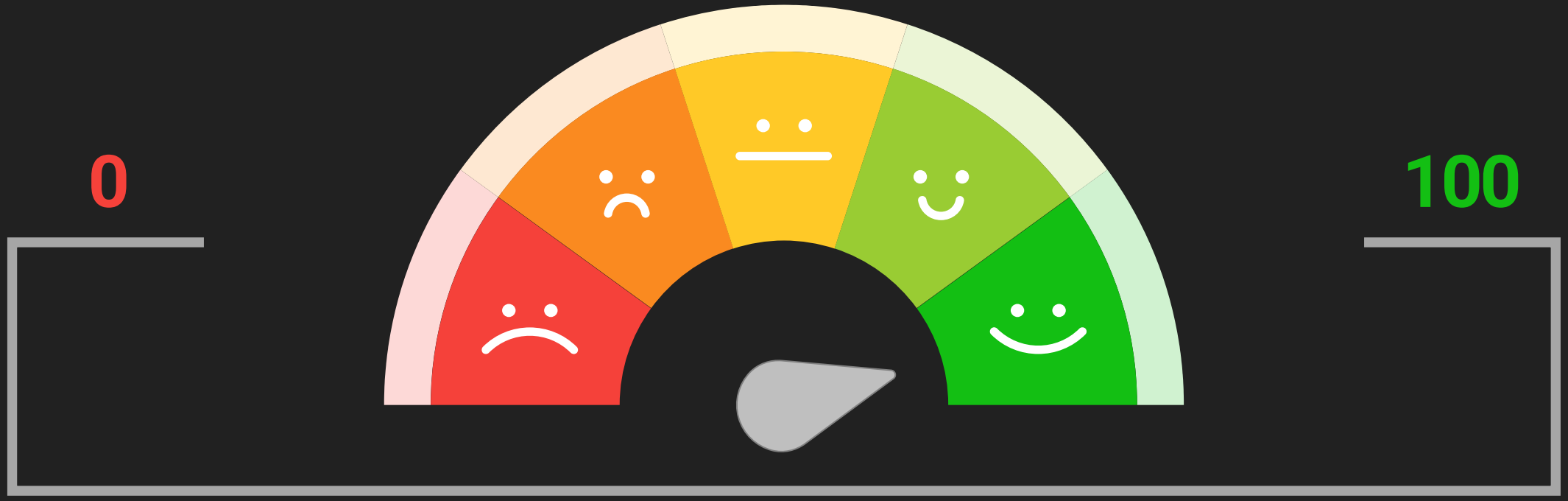
General section | Leadership section | 360-⁰ Feedback

We comprehensively measure the corporate culture at all levels (organization, executives, teams, employees) and obtain a Play To Win Score with the current characteristics in the determining factors. We then derive concrete measures and take the corporate culture to the next level.



The Play To Win Score

Five Level Scoring System



VERY BAD

0%

Urgent action required. Immediate measures are required to resolve critical issues.

BAD

21% – 40

Clear need for improvement. Significant weaknesses that must be addressed in order to make progress.

OK

41% - 60

Stable, but room for improvement. Solid foundation, but with potential for significant improvements.

GOOD

61%

Progressive with potential. Good progress, but untapped opportunities to achieve excellence.

GREAT

81% - 100

Excellence achieved. Outstanding, a true play-to-win status!

Play To Win Assessment®

Developed by professionals

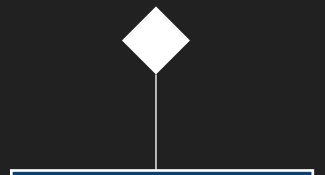
|Hannah Joester, MSc.|
CO-FOUNDER / LEAD DEVELOPER

|Dr. Christian Uhl|
CO-FOUNDER / LEAD DEVELOPER

|Dr. Ginny Gray|
CAREER PERFORMANCE PSYCHOLOGIST/ ASSESSMENT EXPERT

Play To Win Assessment®

Your Process in detail



Kickoff Meeting

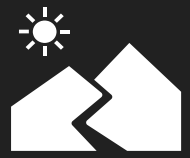
Defining the target group:
Which managers and employees will participate in the survey?

Access link

Implementation:
A unique access link is generated for each participant and sent by email. Beforehand, detailed brief instructions are provided to keep the process as simple as possible and to avoid any misunderstandings. The survey takes 20-25 minutes per employee.

Evaluation

Quantitative data analysis:
All survey data is collected and quantitatively evaluated in a 5-step process (see graphic above) and interpreted by two independent experts in a well-founded process.



Analysis plan

Results report:
The results are translated into meaningful imagery based on psychological criteria. Each factor is given its own Play To Win Score. Gaps and blind spots are identified, strengths are highlighted, and concrete starting points for implementation are created.

Discussion

Discussion:
Based on our comprehensive analysis report, we discuss the findings and align them with the perspective of the management. In this way, we ensure that we address the root causes of the desired corporate goals with targeted measures.

one hour to talk

Play To Win Business Assessment®

Detailed description

GENERAL SECTION

1.

We measure the three levels of organization, teams, and individuals with a total of 12 categories

Levels	Categories within each level			
Organization	Organizational Psychological safety	(Digital) communication	Commitment	Commitment
Teams	Team Psychological safety	Team Belonging	Team Agility	Team Performance
Individual	Decision-making	Self-directed learning	Individual performance	Energy management

Organizational Psychological safety

refers to a general consensus among employees that it is safe to express opinions, ideas, feedback, and mistakes to their boss, colleagues, other managers, or senior management who are considered "accountable." A certain level of psychological safety is embedded in the corporate culture and determines acceptable behavior. When organizational psychological safety is high, employees are confident that they have a voice, are able to take interpersonal risks, be themselves, and therefore do not fear retaliation or negative consequences.

(Digital) communication

Refers to the exchange of information using electronic devices and technologies. Digital communication enables individuals, organizations, and institutions to transmit messages, exchange data, collaborate remotely, and interact in real time across different locations using digital technologies and networks.

Commitment

When someone is committed to their company, it means that they are engaged, loyal, and deeply invested in the success and well-being of the company. These employees have a strong sense of belonging and loyalty to the company. Often, this is because they feel they have contributed so much to the company that it has given something back. They see the losses of quitting their job as too high compared to the benefits of staying. Their willingness is evident in their commitment to helping the company weather difficult times.

Commitment

Refers to the extent to which employees are emotionally invested in their work, their organization, and the organization's goals. It goes beyond job satisfaction and includes their enthusiasm, commitment, and the motivation and focus they bring to their tasks. Committed employees are passionate about their work and put a lot of effort into performing well. Commitment increases when employees feel valued by the organization.

Team Psychological safety

refers to the climate of a team in which team members are not afraid of being punished or excluded when they express their opinions in meetings, develop new ideas, challenge current thinking, or expose risks or mistakes. A healthy and productive work environment is a place where employees feel safe to ask for help, take interpersonal risks, and be themselves without fear of negative consequences. Psychological safety includes the level of confidence team members have that they will be listened to, even if they express a minority opinion. Teams with a climate of low psychological safety are more prone to losing team members who could make important contributions.

Team Belonging

Refers to the sense of connection, identity, and acceptance that individuals feel within a team. It reflects the feeling of being an integral part of the team and being aligned with its goals, values, and culture. Team belonging goes beyond mere membership; it is about feeling valued, respected, and appreciated by other team members and feeling that one's contributions are meaningful and recognized by the group.

Team Agility

Refers to the trust that team members have in each other's intentions, abilities, and behaviors, especially when faced with unexpected events. It is the belief that team members can rely on each other in both good times and uncertain times. The prescribed way in which we can work together to find solutions in times of uncertainty, quickly resolve unexpected problems, and the ability to adapt quickly to change define a team's agility.

Team Services

refers to the effectiveness and efficiency with which a group of individuals work together to achieve common goals. It encompasses the collective efforts, behaviors, and results of team members who collaborate, communicate, and coordinate their activities to accomplish tasks or solve problems together.

Decision-making Ability

refers to the process and quality of selecting the best course of action from among various alternatives based on careful consideration of relevant factors, information, and potential outcomes. It involves evaluating options, weighing pros and cons, considering potential risks, and aligning decisions with goals and values to achieve desired outcomes.

Self-directed learning

refers to the process in which individuals take initiative and responsibility for their own learning and skill development. It is characterized by independently setting goals, identifying learning needs that are important to the organization, selecting resources, and evaluating one's own progress. Self-directed learners are motivated, curious, enjoy learning skills, and take steps toward personal growth and development.

Individual Performance

Refers to the productivity of an individual employee in fulfilling their professional responsibilities and achieving their work-related goals. It is a measure of how an employee takes responsibility, eagerly performs tasks, meets or breaks deadlines, and has the confidence to achieve goals.

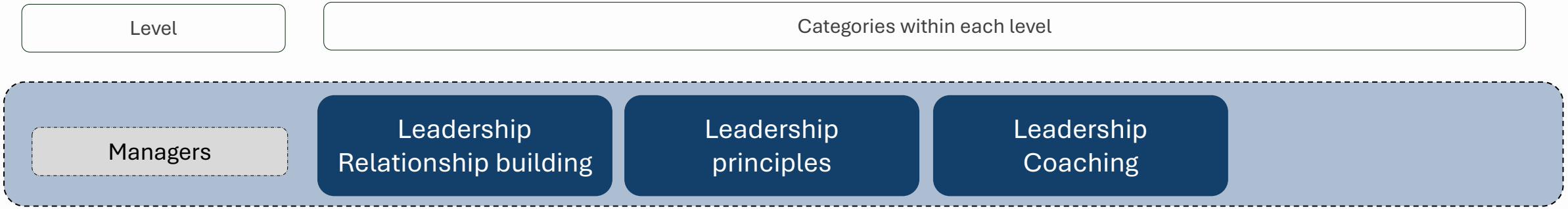
Energy Management

A company benefits when its employees are energy givers. To maintain a consistently high level of performance, employees are aware of their energy capacity and have the ability to manage their energy accordingly. Employees who monitor their mental and physical state and change it through rest and relaxation maintain a strong focus for longer and quickly shift their focus to be fully present in every situation. Managing their own energy contributes to their resilience.

LEADERSHIP

We measure leadership using three categories

2.



Leadership Relationship building

represents leaders who build and maintain positive connections through their actions and decisions, build trust, and are fundamentally trustworthy. Active listening, striving to understand others' perspectives, and promoting give-and-take dialogue so that conflicts and disagreements are handled with respect are additional skills. It means that the efforts and achievements of individuals are recognized and that leaders highlight them publicly and privately. They encourage employees, support them in their professional and personal development, provide timely and constructive feedback, and create positive employee relationships coupled with a fair degree of accountability.

Leadership Principles

The philosophy, behaviors, and general qualities of a leader are reflected in their principles. Leaders should be guided by the interests and vision of the company, take time for strategic thinking, introduce standards and processes, and align their employees with a common vision. Leaders need a certain amount of mental strength to make difficult decisions and maintain ethical behavior, build trust, recover quickly from setbacks, and navigate corporate politics and difficult individuals diplomatically. With empowering methods for developing talent, leaders can reflect on their impact on employees and be clear about how their behavior supports the desired perceptions.

Leadership Coaching

Leadership coaching is a collaborative and supportive process in which leaders engage in conversations with employees to help them develop their skills, improve their performance, and achieve their professional goals. Leadership coaching is a proactive approach to employee development and performance improvement. It requires skills such as empathy, active listening, effective communication, and a commitment to fostering a culture of growth and learning within the organization. Coach leaders empower employees to reach their full potential, helping them make an effective contribution to the organization and achieve career success.

DESCRIPTION OF THE **FOUR LEVELS** AND **CATEGORIES** WITHIN EACH LEVEL

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Relationship building

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Two continents. Unbeatable expertise.

Different systems – combined strength for your success.

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With psychological excellence, Olympic champion DNA and measurable systems that unleash performance.