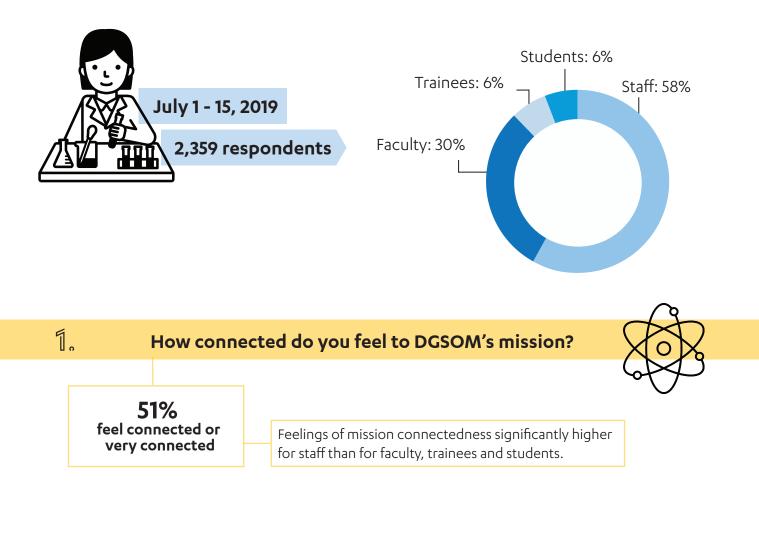
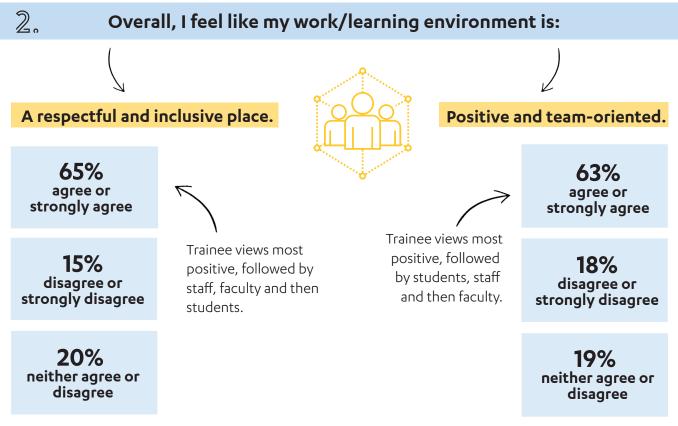


DGSOM Quarterly Culture Survey

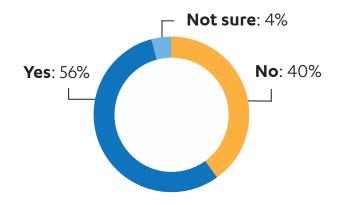




$\ensuremath{\mathbb{3}}$. Nearly half of all respondents have heard of the Cultural North Star.

Those who had were asked: "How often does the Cultural North Star enter your thinking, work, studies, interactions or decision-making?"





Breakdown excludes respondents who said they had not had an opportunity to do so.

This question measures our Employee Net Promoter Score (eNPS) – the gold standard in employee engagement – and **is strongly correlated with numbers 1 and 2 above.**

