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Industry Culture Score & Sentiment Map Report.

Leveraging culture score and sentiment data to monitor, measure and improve workforce performance.

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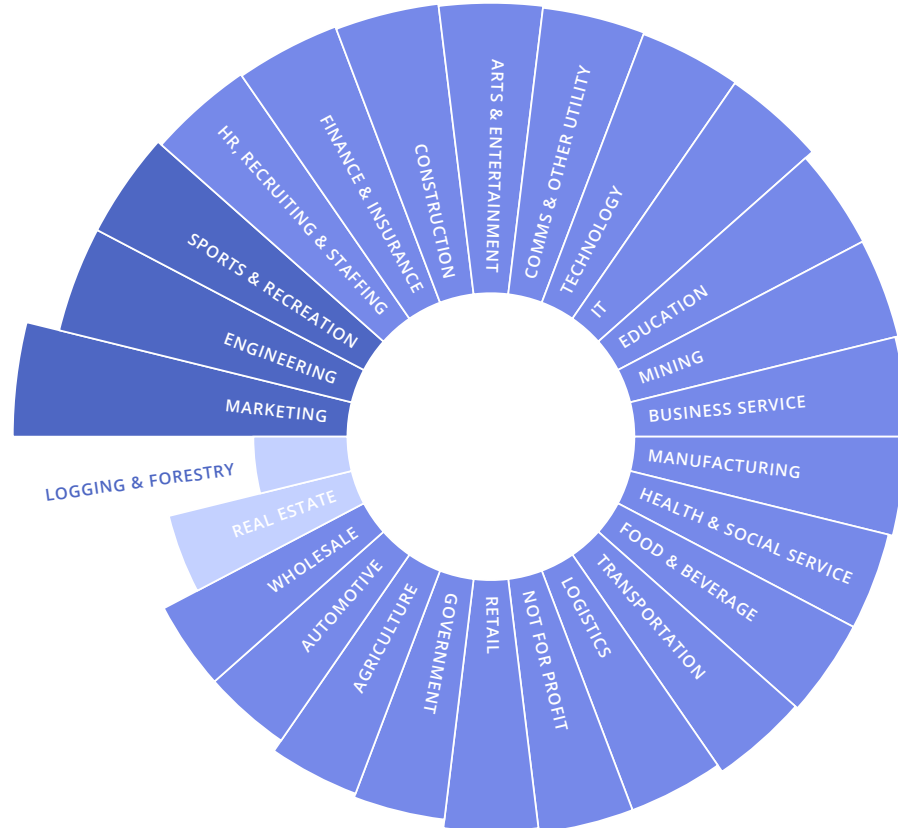
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INDUSTRY CULTURE SCORE & SENTIMENT MAP

Sentiment data empowers companies to improve engagement, increase retention and measure culture score.

Rhonda.ai has engaged employees around the world to gather data about how they rate their industry culture. The results are informative and valuable for any employee, manager, business leader or executive to use as a strategic tool and opportunity to engage the workforce. Using this report, organizations can measure employee engagement and culture score against the industry average and seek ways to promote their positive differentiation or methods to improve corporate culture, employee satisfaction and performance.

Some industries are performing better than others as it relates to employee satisfaction. Below is an aster plot map that shows the average score of sentiment and culture per industry.



CULTURE SCORE RECOMMENDATIONS

Understand the KPI's and Take Positive Action.

Culture score is an ideal KPI to gain insight into employee sentiment. In this report, Rhonda was able to gauge the sentiment of employees across multiple industries as it relates to how they would rate the overall culture of the industry they are employed in. This is an extremely valuable tool for business leaders, executives, managers and employees to review the overall culture score of their industry and where necessary, take action to improve the sentiment. Below are the descriptions of sentiment scores and recommended action items for those in an industry who are leading the way to improve their respective industry culture scores. Ratings have been grouped into three distinct categories including: Positive, Moderate/Indifferent and Negative Sentiments. It is important to note that these scores are only the average industry sentiment rating. In order to truly determine the sentiment of a workforce, organizations must take matters into their own hands and strategically engage with employees on a regular and ongoing basis. The industry sentiment in this report is positioned on a 1-5 scale.



4-5 Rating - Positive Sentiment

A culture score rating of 4 out of 5 is good, and a 5 is considered awesome.

Industries that obtained a culture score of 4 or 5 have earned their sentiment rating and developed a great culture with happy employees. Keep engaging and delivering a great work experience for your teams!

There is always room for improvement. Consider digging deeper to find out what makes your employees happy about doing the work they do and working for your company. If your industry scored a 4, it is worth finding out from your employees what it would take for them to rate a 5, and work towards achieving it. A culture score of 4 or 5 is a strong indicator an organization has strong employee retention

and a great connection with employees. These scores could mean you have a work environment that is engaging, and provides opportunities for advancement plus some great benefits. Find out from your employees how they would rate each of those factors individually to determine where your organization could improve.

Employees who scored your organization as a 4 or 5 are great ambassadors for your business and brand. Consider providing opportunities for those individuals to represent your company, whether it be showcasing your products and services or recruiting top talent! Don't forget to consider the employees who may have given a culture score of under 5. Even though your organization as a whole scored high, it is worth reaching out to individuals who may not be satisfied to find out how you can support them to score higher in the future.



3 Rating - Moderate / Indifferent Sentiment

A culture score of 3 is an indicator that there is room for improvement. In some cases, this could be a result of employees feeling indifferent about their workplace culture, which could be indicative of other issues.

While achieving a culture score of 3 doesn't signal great or negative sentiment, it is an indicator that the status quo has been reached. If your industry is ranking in the high 3's between 3.7 or 3.9, it is a reliable indicator that your organization is making strides. If, however, the rating is on the lower 3 scale as a 3.3 to 3.1, it could be an early warning sign of a downward trending company sentiment.

Even though your industry achieved a culture score of 3, you are encouraged to rally your employees and measure your own company sentiment. By determining the culture score for your own company, you can see where your organization scores as it relates to the rest of the industry and take appropriate action as a result. You may find that your organization scored a 4 or even a 5 while the overall industry average is a 3. This would

be great news and can be leveraged for talent management, attraction and retention. If you find your organization is scoring around or lower than the industry score average, it should motion a more in-depth engagement strategy with your employees to find out what can be improved and how your company can earn a score of 4 or 5 in the future.



1-2 – Negative Sentiment

Understandably, a culture score of 1 or 2 is negative. It signals a change that is required at a team, organization and industry level to improve the satisfaction and sentiment of employees in that industry.

If your industry is in the 1 or 2 culture score range, the rating should be viewed as an opportunity for your organization. This provides the freedom to differentiate and deliver an unparalleled positive employee environment that will attract and retain top talent and create an environment where employees feel valued and heard.

If your industry achieved a culture score of 1 or 2, your organization could use this opportunity to engage your employees to measure company sentiment. This action in itself goes a long way to employees feeling that their voice matters and that their opinion is valued. You may find that your organization scored a 3 or a 4 while the overall industry is a 1 or 2. A higher than industry standard sentiment rating is good news and can be leveraged for strategic planning to improve company culture, talent management, attraction and retention. If you find your organization scores at or lower than this level of industry culture score, it should motion a more in-depth engagement strategy with your employees. Find out what can be improved from the top level of management through to front line employees and transform your company so it can earn a higher culture score in the near future.

Industry Culture Scores

Culture score is a strategic KPI that should be tracked on a regular basis. View the culture scores below to determine your industry culture score.

Industry Name	Sentiment
<p>Agriculture</p> <p><i>The Agriculture Industry is involved in activities including growing crops, raising animals, and harvesting fish and other livestock from farms, ranches, or the animals' natural habitats.</i></p>	<p>3.17</p>
<p>Arts & Entertainment</p> <p><i>The Arts and Entertainment industry operates and provides services to meet cultural entertainment and recreational interests of its patrons.</i></p>	<p>3.86</p>
<p>Automotive</p> <p><i>The Automotive Industry consists of organizations who design, develop, manufacture, market and sell motorized vehicles</i></p>	<p>3.00</p>
<p>Business Service</p> <p><i>The Business Services Industry performs professional, scientific, and technical services for the benefit of operations of other organizations.</i></p>	<p>3.63</p>
<p>Communications & Other Utility</p> <p><i>The Utilities Industry focuses on generating, transporting and/or distributing electricity, gas, steam, water, and communications through a permanent infrastructure.</i></p>	<p>3.83</p>
<p>Construction</p> <p><i>The Construction Industry is responsible for the architecture, engineering and building of structures, infrastructure, alterations, reconstruction, installation, maintenance and repairs.</i></p>	<p>3.89</p>
<p>Education</p> <p><i>The Education Industry provides instruction, training and professional development in a wide variety of subjects for people of all ages and abilities.</i></p>	<p>3.68</p>

Industry Name	Sentiment
<p>Engineering</p> <p><i>The engineering industry and profession focuses on the creation and optimization of process and systems through innovative developments and improvements.</i></p>	4.00
<p>Finance & Insurance</p> <p><i>The Finance and Insurance industry involves the creation, liquidation, or change in ownership of financial assets (financial transactions) and/or facilitating financial transactions.</i></p>	3.92
<p>Food & Beverage</p> <p><i>The Food and Beverage Industry provide customers with prepared meals, snacks, and beverages for immediate or future consumption.</i></p>	3.53
<p>Government</p> <p><i>Governments manage the oversight of public administration for public, economic and social programs on a national, regional, and local scale.</i></p>	3.22
<p>Health & Social Service</p> <p><i>Health and Social Services deliver health care, mental health, wellness, community support and social assistance for individuals.</i></p>	3.59
<p>HR, Recruiting & Staffing</p> <p><i>The HR, Staffing and Recruiting industry provides advice and assistance to candidates, employees and businesses in the areas of: human resource and personnel policies, practices, and procedures; employee benefits planning, communication, and administration; compensation systems planning; and wage and salary administration.</i></p>	3.94
<p>Information Technology</p> <p><i>The Information Technology sector provides hardware, software and data infrastructure services to support the storage, transformation, visualization and distribution of information providing the means to transmit as data or communications, and processing data.</i></p>	3.80

Industry Name	Sentiment
<p>Logging & Forestry</p> <p><i>The Forest Industry operates activities such as logging and the timber trade supporting the production of forest products including lumber, furniture, as well as pulp and paper.</i></p>	1.25
<p>Logistics</p> <p><i>The Logistics industry is engaged in providing operating expertise and assistance to organizations in manufacturing, production, quality control, inventory management, warehousing and distribution as well as transportation of goods and materials.</i></p>	3.40
<p>Marketing</p> <p><i>The Marketing Industry is the business of conveying information using effective mediums ranging from print, digital, voice, and display through news and media outlet, social channels, internet presence and advertising.</i></p>	3.67
<p>Manufacturing</p> <p><i>The Manufacturing Industry manages the mechanical, physical, or chemical transformation of materials, substances, or components into new products.</i></p>	3.59
<p>Mining</p> <p><i>The Mining Industry is responsible for extracting naturally occurring mineral solids, such as coal and ore; liquid minerals, such as crude petroleum; and gases, such as natural gas and other preparation at the mine site, or as part of mining activity.</i></p>	3.67
<p>Not For Profit</p> <p><i>The Not for Profit (NFP) industry consists of organizations that are dedicated to supporting a cause or sharing a point of view. NFP's return any surplus revenue to the organization to further the objective vs. profit sharing.</i></p>	3.59
<p>Real Estate</p> <p><i>The Real Estate Industry focuses on renting, leasing, or otherwise allowing the use of tangible or intangible assets and providing related services.</i></p>	2.50

Industry Name	Sentiment
<p>Retail</p> <p><i>The Retail Industry merchandises, markets and sells products in small quantities to the general public and provides services to facilitate to the sale of the merchandise.</i></p>	<p>3.33</p>
<p>Sports & Recreation</p> <p><i>The Sports and Recreation Industry includes people, activities, businesses and organization to produce, promote, participate in and organize any activity which is focused on a specific sport or leisure time activity.</i></p>	<p>4.00</p>
<p>Technology</p> <p><i>The technology industry is the business relating to the research, development and/or distribution of technologically based goods and services. This sector contains businesses revolving around the manufacturing of electronics, creation of software, computers or products and services relating to information technology.</i></p>	<p>3.81</p>
<p>Transportation</p> <p><i>The Transportation Industry provides transportation services for passengers and cargo, warehousing and storing of goods, scenic and sightseeing transportation, as well as vehicles and vessels to support these activities.</i></p>	<p>3.50</p>
<p>Wholesale</p> <p><i>The Wholesale Industry arranges for the purchase or sale of a large quantity of goods for resale; capital or durable non-consumer goods; and raw and intermediate materials and supplies used in production and providing services incidental to the sale of the merchandise.</i></p>	<p>3.00</p>

HOW WE GATHERED THE DATA

The Rhonda team engaged in a multifaceted and multi-channel campaign that spanned industries across the globe. Each participant answered two questions consisting of what industry they were employed in and how they would rate the corporate culture of that industry based on their experience. As a result, Rhonda was able to determine the sentiment and culture score for each industry. This research is an ongoing, living project and will be updated on a quarterly basis and provided free of charge to our subscribers.

MAKE YOUR VOICE HEARD!

The Company Culture Score and Sentiment Map relies on your feedback and participation to create meaningful and valuable research for companies who wish to understand more about sentiment analysis. If you have not yet done so, make your voice heard by filling out this quick two question **form**. If you'd like to receive a copy of the updated report on a quarterly basis, ensure you provide your email address and opt in to receive updates.

Feel free to share the Company Culture Score and Sentiment Map with your colleagues!

GET STARTED WITH RHONDA

Ready to start engaging your employees, customers and community? How about leveraging sentiment and engagement data to improve the performance of your business? Rhonda has you covered!

Email hello@rhonda.ai or request a **Product Tour** to get started!

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