



→ e-book

# How to measure your **speak up culture**

+ Free speak up culture score sheet, verified by Chief  
Compliance Officers

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Chapter 1:

# Understanding why speak up culture matters



Speaking up isn't easy, and we see examples of this in the news all the time, including stories about workplace issues and big corporate scandals.

Now, there's a new focus on creating a workplace where everyone feels safe to speak up, be open, share ideas, and give feedback. Initiating a dialogue is now preferred more than ever, where everyone feels welcome to discuss different views respectfully - both of which is important for both personal growth and making the workplace better.

On the contrary, a silenced workplace culture is growing to become unacceptable in most places around the world. Sweeping issues under the carpet isn't working. Wrongdoing in companies usually comes to light, often through the media. People know the value of a safe and ethical workplace and can spot when companies don't provide it. There are differences in a silenced workplace culture and a speak up culture.

Take a look →

### In a silenced workplace culture:

- **Problems are often ignored** or even overlooked, instead of encouraging employees to speak up.
- **There's an active fear in employees** that speaking up will lead to retaliation or negative outcomes.
- **The organisation might only listen to the top leaders** and not give everyone a chance to speak or have their concerns addressed.
- **Issues keep happening because there's no action taken** to solve them, making people lose trust in speaking up.

### In a speak up culture:

- **Issues are reported quickly**, leading to faster problem-solving and a workplace that values transparency and responsibility.
- **The workplace welcomes different perspectives**, especially from those who are often overlooked, leading to fairer practices.
- **Employees' opinions are valued and this is actively reasserted**. This keeps them happy, belonged and cared for.
- **Employees feel heard and included**, which helps them become more committed to their work, which helps everyone learn more and in turn enables the organisation grow.

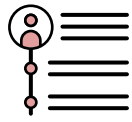
Chapter 2:

# How to communicate your speak up culture

Before diving into the details of how to measure a speak up culture, there's a key step that needs attention. If your goal is to create a culture where everyone feels comfortable speaking up, a major hurdle might be simply letting people know the steps you are taking to foster it.

While it may seem like a no-brainer, it is essential that your employees and stakeholders are aware of the efforts you're making to ensure a safe and ethical workplace for everyone involved. But the question is, how do you share this information clearly and effectively, steering clear of jargon or overly complex explanations? It's important to communicate the actions your organisation is taking in a straightforward manner that everyone can understand and appreciate.

Here is a handy checklist for simplifying your communication:



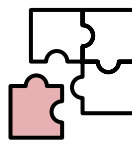
**Profile Potential Reporters:** Understand the diverse backgrounds and roles within your organisation to tailor communication to them. Look for any cultural nuances which may come at play.



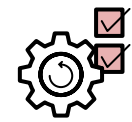
**Craft Your Core Message:** Decide on the main points you wish to convey about the importance of speaking up and ensure it aligns with organisational values. Reflect this core message physically and digitally as a commitment to integrity, so your employees truly see it.



**Determine Effective Mediums:** Identify which channels—digital, print, in-person—will best reach your employees. Think of which channels they would go to in their spare time, or outside their work hours if they want to share a concern. Is it web, app, phone? Or even in-person?



**Build on Existing Efforts:** Embed your communication efforts within already scheduled programs for better reception and clarity. It's easier to leverage current programs and gauge its effectiveness, rather than starting over again with newer programs.



**Plan Your Deployment:** If you are introducing a speak up line or a whistleblowing system for speak up matters, choose to roll out its launch in a comprehensive timeline or a phased approach. This allows enough time for stakeholders to get familiar with the systems and feel far more confident in using them when time is fit.

Chapter 3:

# How to measure organisational speak up culture



Long gone are the days when organisations could simply promise a speak up culture. As mentioned already, a culture of trust, integrity and a positive work environment has taken centre stage and is non-negotiable for organisational and individual success.

So, let's waste no time and get into measuring a speak up culture. After two decades in helping organisations with speak up matters, we have consulted chief compliance officers, legal counsels and HR professionals along the way for the best tips.

What we find now is measuring any good speak up culture is made possible by a combination of quantitative and qualitative methods. (No, it doesn't have to be hard, we have a free scoresheet template for you at the end of this eBook!)

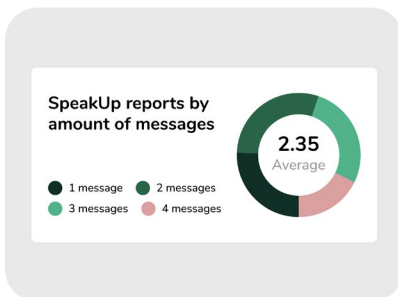
Here are some of the essential steps you should take: →

## → Creating a speak up culture



### 1. Use surveys:

Many large organisations rely on comprehensive and targeted surveys to understand employee views and gauge the progress of their speak up culture. These include broad annual surveys and more focused 'pulse' checks on specific issues. Surveys assess awareness and usage of reporting channels, reasons behind raising or not raising concerns (such as fear of retaliation or mistrust in the system), and perceptions of the organisation's responsiveness, thereby evaluating the effectiveness of speak up initiatives over time.



### 2. Monitor report volume:

[Whistleblowing software](#) can offer metrics like the number of reports submitted, categories of concerns raised, time taken to close cases, the ratio of anonymous to named reports. Other metrics here that can help are geographic or departmental origins of reports, frequency of reports over time, outcomes of investigations, employee engagement with the system (e.g., views, follow-ups), and feedback on the resolution process.

A screenshot of the SpeakUp software interface. The interface shows a list of reports with columns for Location, Summary, ID, and Last updated. The reports are filtered by "All Reports".

Location	Summary	ID	Last updated
IT Netherlands	This report is about theft of...	2	08 December 2023
Germany	Risk not over a time view of...	365	21 November 2023
IT France		1173	21 November 2023
IT United Kingdom	Right to be forgotten of...	1253	21 November 2023
IT South Africa		706	24 November 2023
IT France	Trust	1462	19 October 2023
IT Netherlands		363	07 September 2023
21 August 2023	The entities are larger than a...	1167	21 August 2023

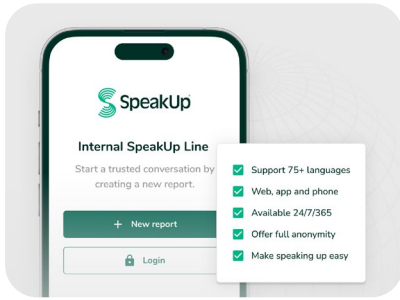
### 3. Check investigations outcomes:

Investigation metrics provide insights into the effectiveness of a speak up culture by tracking verified cases arising from reports. These metrics not only show the actual reporting behaviour of employees and third parties but also encourage a detailed analysis of the reporting process. Organisations are advised to examine the specifics of each report, including who was involved, the nature and timing of the report, the company's response, and the reasons some may choose not to report. This analysis helps identify trends, improve response strategies, and encourage future reporting.



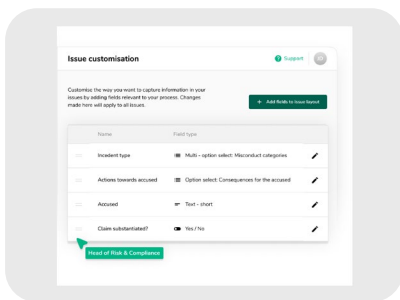


## → Creating a speak up culture



### 4. Check employee engagement:

This approach involves monitoring how actively employees participate in and absorb ethics training and communication efforts. It aims to identify areas where employees may lack understanding or awareness of ethical guidelines and reporting processes. By analysing engagement levels, organisations can pinpoint specific topics or concepts that require further clarification, enabling targeted improvements to training materials and communication strategies to fill these knowledge gaps. It's essential to also track how well managers are fostering a speak-up culture within their teams. This can be done through employee feedback, participation in training sessions, and the frequency and manner of issue resolution handled by the managers.



### 5. Observe improvements and rule out challenges:

This strategy focuses on identifying and documenting both positive developments and ongoing obstacles in fostering a speak up culture. Sharing success stories and recognising (anonymously, if needed) those who contribute to positive changes can reinforce the value of speaking up and encourage more open communication. This can also be invaluable qualitative metric to look back on for a longer period of time.

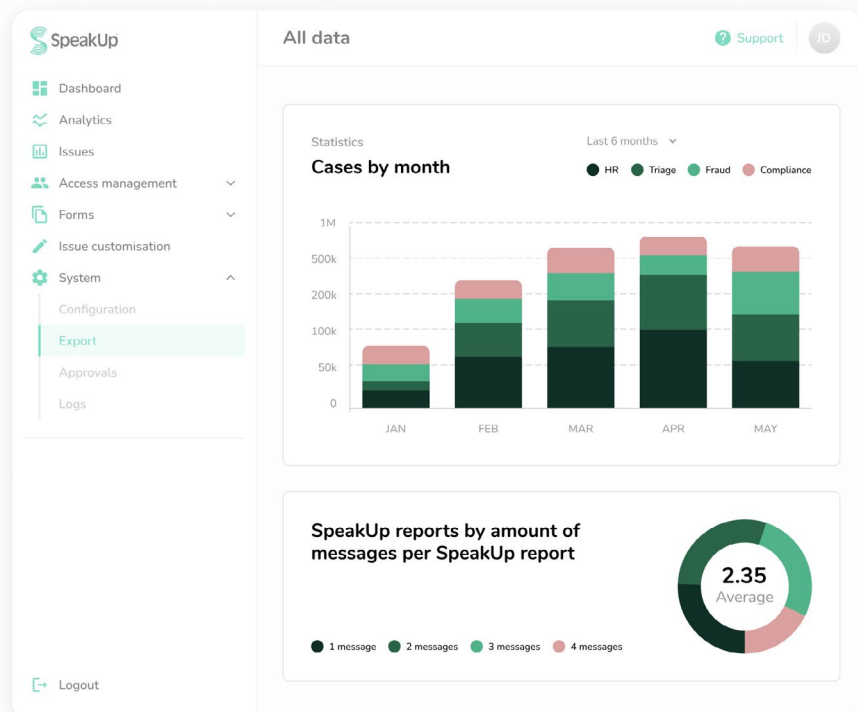


Chapter 4:

# How data can help you measure **speak up culture**

Data can revolutionise how organisations foster and maintain a speak up culture. It is especially a cornerstone for both identifying areas of concern and recognising improvements.

Reliable whistleblowing platforms, today, harness the potential of whistleblowing data to support and strengthen a speak up culture. [SpeakUp whistleblowing platform](#) offers a simple, flexible process for tracking numerous data points across regions and units, enhancing the decision-making process.



## → Creating a speak up culture

With SpeakUp, you gain important metrics to track organisational speak up culture efforts like:

- **Real-Time Insights:** Organisations gain access to live data feeds, enabling immediate action on reports and concerns.
- **Trend Analysis:** Identify patterns in whistleblowing reports to address systemic issues before they escalate.
- **Benchmarking:** Compare data across departments or locations to highlight areas of excellence and those needing attention.
- **Feedback Loop:** Use data to inform stakeholders about the outcomes of reported concerns, reinforcing trust in the process.
- **Training and Development:** Tailor ethics training based on data insights, addressing specific knowledge gaps, and reinforcing best practices.

SpeakUp not only demystifies data analysis but empowers organisations to act decisively. By leveraging detailed analytics and insights, data can be a powerful ally in building a strong and lasting speak up culture.

# Conclusion

Crafting a culture where every employee feels comfortable to share their insights, concerns, or suggestions is crucial. Once you create a speak up culture as opposed to a culture of silence, there are paramount benefits for both organisations and employees.

[SpeakUp](#) offers straightforward tools for this purpose, aiding in the collection and analysis of speak up data that helps pinpoint areas needing attention. You can merge the metrics you see on your dashboard along with qualitative methods and chalk out how effective your speak up culture.

To help you even further, we have created a [free speak up culture score sheet](#) template which you can use to evaluate your efforts. Print it out or use it digitally within your desired period to proactively assess your organisational culture.

[Download the scoresheet template](#) →

**Need the tools to move from a compliance-based culture to a speak up culture? We can help.**

**Get in touch with us**

[Send a message or book a meeting](#) →

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