

# Culture Mosaic Pricing Overview

## Standard Features:

### 53-item Culture Mosaic Survey

The standard Culture Mosaic includes 53 Likert-scale items measuring specific aspects of organizational culture empirically linked to sustainable performance across a variety of business outcomes. Four of these items are presented exclusively to leaders to capture strategic perspectives on the organization. The standard Culture Mosaic report also includes the Psychological Safety Index, designed to shed light on the current level of psychological safety within your organization — a critical factor as teams work to turn data into tangible action and results.

### Open-ended items and comment export

Culture Mosaic includes two standard open-ended items to allow respondents the opportunity to share additional feedback they feel may be important for researchers to know. These items are reported verbatim in the standard Culture Mosaic report. Advanced text analytics are available as an add-on, providing a valuable way to understand what large sets of qualitative data mean in relation to the Mosaic framework.

### Digital survey administration

*Individualized link:* Individual survey links can be deployed with unique employee identifiers that link to your HRIS. This provides anonymity of respondents while also giving you the ability to cut data by any demographic category you currently track across your organization. This method also reduces the need for employees to enter their own demographic information into the Culture Mosaic.

*Shared link:* An identical survey link is provided to all respondents. Response rates can be tracked to determine progress by survey administrators.

*Kiosk link:* Surveys can be deployed via “kiosk” stations made available to respondent groups.

### Standard Culture Mosaic Reports in .pdf

Standard Culture Mosaic Reports are provided to clients in .pdf format. Click the Sample Report link on our website to view an example.

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## Self-Serve Purchase Option

Organizations with up to 100 employees can now purchase the Culture Mosaic directly online. The base survey starts at \$2,400 with optional subscales and custom items available as add-ons at checkout. Visit [gothamculture.com/culture-mosaic](https://gothamculture.com/culture-mosaic) to get started.

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## Add-on Features:

### Optional Subscales (\$1,200 each)

Four optional subscales can be added to your Culture Mosaic Survey, allowing you to dive deeper into the topics most relevant to your organization:

- **Employee Engagement** — Assesses the level of commitment and involvement employees have, offering insight into motivation and productivity.
- **Diversity, Equity & Inclusion** — Examines how well the organization promotes diversity, equity, and inclusion, ensuring a fair and equitable workplace where everyone can contribute fully.
- **Resilience** — Measures the organization’s and employees’ capacity to adapt, recover, and thrive — including the physical, mental, and emotional well-being that underpins resilience during challenges and change.

- **Accessibility** — Examines how well the organization removes barriers so everyone — regardless of ability — can fully participate at work.

### **Link to client HRIS**

Clients will be provided a data feed template to structure data so it can be uploaded into the Culture Mosaic. Validating and cleaning the data feed can be provided at a rate of \$250 per hour.

### **Customized invitations, reminders, and respondent communications**

Customized communications can be created upon client request to support successful Culture Mosaic deployment. The cost for these services is billed at a rate of \$250 per hour.

### **Custom items (Likert Scale)**

Customized Likert-scale items can be added to the standard Culture Mosaic.

### **Custom items (Open-ended)**

Customized open-ended items can be added to the standard Culture Mosaic at \$1,100 each. Self-serve purchasers may add up to five custom open-ended items at checkout. Organizations requiring more than five custom items should contact a gC administrator.

### **Text analytics**

Our text analytics tool provides theming for the two standard open-ended questions in the Culture Mosaic and can be deployed to analyze additional open-ended questions added by the client. Text analytics is designed for use with English items only. Translations can be arranged when requested for an additional fee.

### **Survey translation services**

The Culture Mosaic is now available in 78 languages, supporting global deployments. Contact us at [info@gothamculture.com](mailto:info@gothamculture.com) for details on multi-language deployments.

### **Rapid deployment option**

Rapid deployment of the Culture Mosaic (less than 48 hours' notice prior to desired survey launch date) is available for an additional rush fee of 30% of the total survey cost.

### **Paper survey administration**

In rare cases, deployment of a paper survey may be most appropriate for your needs. In such cases, clients are expected to manage the survey distribution and collection process.

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## **Culture Mosaic FAQs**

### **Is the Culture Mosaic right for my organization?**

The Culture Mosaic might be a good fit for your organization if you are interested in understanding the underlying cultural factors driving the results you are currently getting, if you want to actively engage your workforce in creating tangible change, or if you want to establish a baseline understanding of where your organization stands today and what to focus on to better drive your strategy.

### **What is the pricing for the Culture Mosaic?**

The Culture Mosaic is available through two paths:

#### **Self-Serve (Organizations up to 100 Employees)**

Organizations with up to 100 employees can purchase the Culture Mosaic directly online at [gothamculture.com/culture-mosaic](https://gothamculture.com/culture-mosaic). The base survey is \$2,400, with optional subscales and custom items available as add-ons at checkout.

Feature	Price
Base Culture Mosaic (up to 100 employees)	\$2,400
Each optional subscale (Engagement, DEI, Resilience, or Accessibility)	\$1,200 each
Custom open-ended items	\$1,100 each (up to 5)

### Full-Service (Organizations over 100 Employees)

For organizations with more than 100 employees, the Culture Mosaic is priced on a scaled model. Contact us at [info@gothamculture.com](mailto:info@gothamculture.com) for a quote.

Total Number of Invited Respondents	Price
101–250	\$3,800
251–500	\$6,000
501–1,000	\$9,500
1,001–2,500	\$17,500
2,501–5,000	\$26,000
5,001+	\$39,000

### How long does it take to set up a Culture Mosaic?

Setup time varies based on the scale and complexity of the study. Small, standard deployments can be ready within as little as 48–72 hours, while larger, more complex, and customized deployments can take considerably longer to plan.

### How do you ensure respondent anonymity?

Creating a safe space for respondents to be open and honest is critical to our mutual success. Anonymity is ensured in several ways. Deploying the Culture Mosaic via Shared Link or Kiosk Link ensures all respondents use the same link. Culture Mosaic reports will only ever break out data for subgroups containing three or more respondents.

For deployments using individualized links to a client HRIS, each respondent is assigned a unique identifier. We never have access to respondent names — only de-identified demographic data linked to responses. Sub-reports are never generated for three or fewer respondents.

### How do you link our HRIS to the Culture Mosaic?

We will provide you with a template to format your HRIS data. Each employee is assigned a unique identifier linking their demographic data to their Culture Mosaic responses — names are never part of this data. Once the HRIS data is cleaned and ready, we will upload it into our system before survey deployment.

### Our staff may be concerned about the anonymity of their responses. Is there anything you can do to help ease concerns?

We provide tips and best practices to clients as they prepare to deploy their Culture Mosaic. We also provide standard invitations and reminders crafted to build trust in the process. Additional change management and communication support is available upon request at a rate of \$250 per hour.

### How long does the Culture Mosaic typically stay open for feedback?

Depending on the size of the organization and initial response rates, Culture Mosaic surveys typically stay open for about two weeks. This can be extended at any time if you have not achieved your response rate goals.

### How long does it take to complete the survey?

The Culture Mosaic typically takes 10–15 minutes to complete. Each optional subscale adds approximately four additional minutes. Completion time may be slightly longer if custom items have been added.

### **What is the format of the survey questions?**

53 Likert-scale items (four presented to leaders only) plus two standard open-ended questions. Custom items can be added as an optional add-on.

### **Can the Culture Mosaic be deployed to a representative sample of staff?**

Absolutely. Our team will help you determine the best data collection strategy during the survey planning process.

### **How is our data reported back to us?**

Your Culture Mosaic report will be provided in .pdf format. Any text analytics reports will be provided in both MS Excel and .pdf. You can cut the data by any demographic categories you currently track across your organization.

### **How long do you keep our data?**

To make the Culture Mosaic as valuable as possible over time, we de-identify all data and add it to our database. This data is kept in perpetuity so we can norm future data against our constantly growing benchmark database. Your data is assigned a unique identifier so it is never possible for someone to access your data in relation to the name of your organization.

### **What do you need from us to support the process?**

We will need partnership during the planning process to develop a survey methodology that helps you meet your goals. You will also need to be prepared to support the following activities unless you have us do them for you:

- Communications customization
- Setting expectations about the process with your team
- Change management

### **Do you provide support in making sense of the data once we receive our reports?**

Yes. We have staff advisors available to provide data debriefs and action planning support for your team(s) upon request.

**Full-service engagements** include two 2-hour debriefs as part of standard delivery — one with your Core Team and one with your senior leadership team. Additional debriefs and facilitation can be scoped during the planning process.

**Self-serve purchasers** can add debrief sessions as an optional service. Contact us at [info@gothamculture.com](mailto:info@gothamculture.com) to arrange.

Sense-making support can be provided in-person or via video conference. The gC team can help you understand your data and make decisions that drive your organization forward.

### **Is support available throughout the process?**

Absolutely. Our staff will guide you through the process and support your success. Full-service clients will be assigned an Engagement Manager as their primary point of contact throughout the engagement.

### **What do we do with our Culture Mosaic data once we get it?**

Clients use their Culture Mosaic data in a wide variety of ways. Some use it to support strategic conversations in senior leadership planning, M&A growth strategies, or turnarounds, or simply as an ongoing “temperature check.” Others cascade the data throughout teams to facilitate shared sense-making about current culture and how it will support or derail strategy implementation. Others go deeper, using data to drive action planning at various levels to intentionally shape the culture and climate of the organization. The choice is yours based on your established goals.

### **Are we able to measure our progress over time?**

Yes. Some clients choose to deploy the entire Culture Mosaic at various points in time to understand how their change efforts are progressing. Others choose to deploy abbreviated subscales to focus only on the areas they have been actively working on.

### **Is pulse surveying available?**

Yes, we can support continuous pulse surveying either using your own internal pulse survey technology or ours. We can also assist with developing the data collection and reporting strategy to ensure you are getting the data you need when you need it.

### **Can we customize some of the items on the survey?**

Customized items (Likert, free response, etc.) can be added to the standard Culture Mosaic for an additional fee.

### **What languages are available?**

The Culture Mosaic is now available in 78 languages, supporting global deployments. Contact us at [info@gothamculture.com](mailto:info@gothamculture.com) for details on multi-language deployments.

### **How do you ensure the security of our data?**

gothamCulture uses a secure, purpose-built survey platform to house and maintain our Culture Mosaic database, ensuring your data is protected with an additional layer of separation to guarantee anonymity.

### **How will our data be used?**

Your data will be used in two ways. First, it will be used to generate your Culture Mosaic reports. Second, your de-identified data will contribute to our global benchmark database, made available to you and other clients. This allows you to benchmark your organization against industry, geography, sector, and more.

### **How long does the Culture Mosaic take to complete?**

Typically, the standard Culture Mosaic survey takes 10–15 minutes to complete. If customizations or additional subscales are added, this response time will be extended.

### **What happens if a respondent runs into trouble while completing the survey?**

If you run into trouble while responding to the Culture Mosaic, please email us at [info@gothamculture.com](mailto:info@gothamculture.com) and provide as many details as possible about the issue you are experiencing.

### **Do you provide any learning or capability development related to the Mosaic Framework?**

Yes. We provide customized training on a wide variety of topics mapped to the tiles of the Mosaic, as well as a full suite of advisory services to support clients with the expertise they need to drive change in their organizations.

### **What other assessments do you offer?**

The Mosaic Performance Framework can be used to assess individuals, teams, and organizations. We offer the Leadership Mosaic (360-degree survey), the Team Mosaic, and the Culture Mosaic. We also offer four optional subscales — Employee Engagement, Diversity, Equity & Inclusion, Resilience, and Accessibility — each of which can be appended to any of our Mosaic surveys.

### **Why a Mosaic?**

A mosaic is a picture or image composed of many small pieces. We believe organizational culture and climate are similar — the shared beliefs, values, and assumptions that guide the behavior of the collective. Individually, each piece may not provide enough detail to be helpful, but when taken together, they create an image of tiles that inform key business decisions.