



**THE PREMIER
CULTURE
ASSESSMENT
FOR SPORT**

ABOUT THE PCA

WHAT IS THE PCA?

The Premier Cultural Assessment (PCA) was created in an effort to support alignment of organizational culture with organizational goals.

Through this process, we developed an assessment that will help leaders understand their organization from the perspective of their athletes, coaches, and staff members.

This assessment examines four key factors to organizational health in the sport industry:

- organizational alignment
- leadership effectiveness
- relationships
- individual capacity



GOAL OF THE PCA

The goal of this assessment is to capture and present data that will help leadership effectively create structures and implement processes that improve engagement, drive motivation, support a positive culture, and improve performance. Depending on the needs of the organization, we can assess the perspectives of athletes, coaches, staff members and executive leadership.

The PCA report will walk you through the following:

- Overall highs and lows in four domains: organizational alignment, leadership effectiveness, relationships, and individual capacity.
- Highlight critical items that compare perceptions of self vs others
- Overview of strengths
- Potential areas of interest
- Areas of opportunity

THE PCA EXPERIENCE

Research has shown that individuals who are engaged in their work and who experience manageable levels of organizational stress tend to perform at a higher level. We also know that individuals who are motivated are more committed to the process and work harder to achieve their goals as well as the goals of the team.

This assessment is a valuable tool for team leaders to understand whether there is a shared agreement about the team's culture. It provides the data and resources needed to guide team culture in a way that aligns with team goals, while giving coaches and athletes the best chance to perform at their highest level.

