

CULTURE MEASUREMENT FOR EVERY ORGANISATION



HELM Culture Score

10 questions. One honest score.

THE PROBLEM

Most surveys have become noise.

Sixty questions. A dashboard nobody reads. A score no client, candidate or investor will ever see. None of it tells a candidate, a client, or a board anything they can use.

THE PRODUCT

10 questions. One score.

Not another long survey. A single, externally credible score telling you whether your people genuinely think this is a good place to work.

5

Pillars of workplace quality

10

Scored questions, two per pillar

1–7

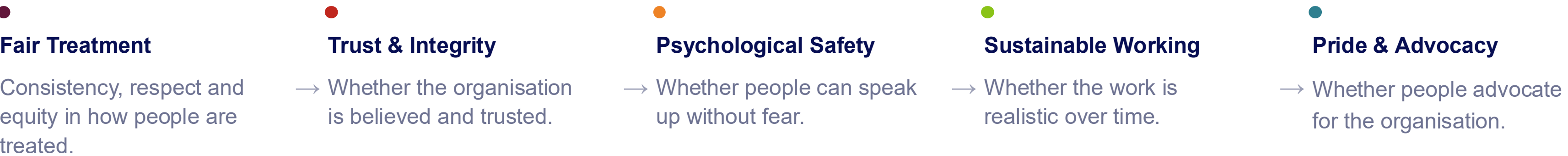
Consistent Likert scale

3×/yr

Deployed every 4 months, on an annual licence

THE CULTURE CHAIN

Five pillars, one chain.



Fair treatment builds trust. Trust enables safety. Safety drives sustainable performance. Sustainability results in pride and advocacy.

WHAT IT IS

A measurement, not a survey.

HELM CULTURE SCORE IS

An external-facing measure, built to be shared and compared.

Based on what employees tell us, not what employers say about themselves.

Deployed every four months under your annual licence, so it tracks movement through the year.

A measure of what it is like to work somewhere.

HELM CULTURE SCORE IS NOT

An employee engagement survey.

A diagnostic or improvement tool.

A leadership assessment.

A wellbeing audit, or a measure of why.

THE CATEGORY

“Great Place to Work sells a prize. HELM Culture Score sells a measurement.”

Competitors sell pass or fail badges. We sell a score you can track over time, and show to a client, a candidate or an investor. Every organisation that measures gets a credible number it can use, and improve.

WHERE HELM CULTURE SCORE SITS

A crowded space, one clear lane.

PLAYER

HOW HELM RELATES

Great Place to Work

Direct alternative. We win on simplicity, transparency and score versus badge.

B Corp

Complement, not competitor. We're the on-ramp and the ongoing employee-voice evidence.

Investors in People

Long-established but audit-heavy and dated. We're lighter and externally usable.

Engagement platforms

A different category. They sell internal insight, we sell external evidence.

WHO IT'S FOR

Built for any organisation.

CEOs of organisations with 30 or more employees.

30 is the minimum needed for a statistically meaningful score, not a hard cut-off. We'll consider requests from smaller organisations.

TRIGGER MOMENTS

Engagement fatigue: the existing long survey has become noise.

Tender and social value pressure: needing to evidence how you look after your people.

Growth-stage anxiety: informal culture stops scaling once headcount grows.

A B Corp journey: preparing for, supporting or sustaining certification.

An exit or capital raise: investors expect culture evidence in due diligence.

THE CLIENT JOURNEY

How it works.

01

Choose your programme

Pick the band that matches your headcount.
Transparent, published pricing.

04

We calculate your score

One overall score, and a score for each of the five pillars.

02

We set up your survey

A single, anonymous link, ready to send to your people.

05

You receive your report

A clear report you can act on: where you stand against the benchmark, where to focus, and a board-ready document.

03

Your people answer 10 questions

A few minutes, fully anonymous, open for sixteen days.

06

You use it, and track it

Careers page on your website, tenders, board pack.
Book your next cycle and see if it's moved.

PRICING

Transparent pricing. No sales gymnastics.

BAND	HEADCOUNT	ANNUAL PRICE
Small	30–50	£2,400
Medium	51–150	£3,600
Large	151–500	£5,400
Enterprise	500+	By enquiry

Published rates, scaled by company size. Decide today, run next month.

BENCHMARKING

Your score, in context.

AVAILABLE NOW

The HELM Culture Score Benchmark

See where you sit against the aggregate of every organisation that's run HELM Culture Score.

COMING AS DATA GROWS

Industry benchmarking

Once we have sufficient data by sector, you'll be able to see how you compare within your own industry.

THE ANONYMITY PROMISE

Anonymous, always.

We never collect names or email addresses. We only ever see how many people replied, never who scored what.

WHAT YOU GET

A score you can use externally.

- Careers page on your website
- Tenders and bid responses
- Your board pack



HELM Culture Score

Awarded to Acme Ltd

May 2026

WHY IT WORKS

The strengths to lead with.

Simplicity

10 questions, not 60.

Transparency

Published, banded pricing and a clear scale.

Inclusion

We measure everyone, not only the already-excellent.



WHO'S BEHIND IT

Built by an operator, not a tech founder.

Helen Lund has run culture from the inside: from her first job in banking through to UK & Ireland Culture Champion at a global engineering business. She's seen what makes engagement surveys fail, and built HELM to fix it.



Helen Lund, Founder



10 questions. One honest score.

[Start the assessment](#)

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