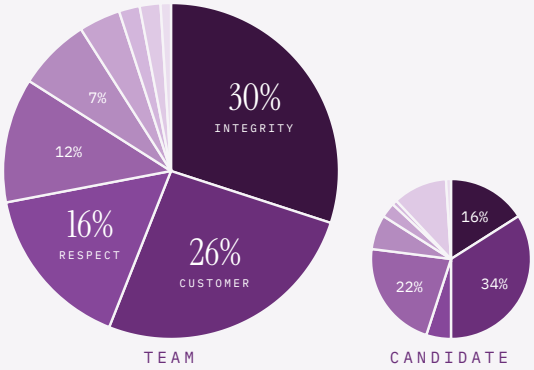
Priority Bridge
prioritybridge.com

Culture is your *invisible asset.*

It never appears on a balance sheet, yet it drives three lines you own: turnover cost, cost per hire and revenue per seller. Ask finance for churn and you get a number in seconds. Ask for culture and the room goes quiet. **Priority Bridge gives culture what every other asset already has: one definition, one fixed set of dimensions, one measure, and a number you can put next to the P&L.**

CULTURE BENCHMARK + CULTURE FIT

FOR THE CHIEF FINANCIAL OFFICER



100 POINTS. NINE VALUES.	TEAM	CAND.
Integrity	30	16
Customer	26	34
Respect	16	5
Performance	12	22
Execution	7	7
Collaboration	4	3
Diversity	2	1
Agility	2	11
Innovation	1	1

Every profile is a whole pie. That shape is the culture. Illustrative.

THE WHY · WHAT AN UNMEASURED CULTURE COSTS

Turnover is the bill *for culture you can't see.*

$223B

in turnover driven by workplace culture, cost to U.S. employers over five years.

SHRM, The High Cost of a Toxic Workplace Culture, 2019.

1 in 5

Nearly one in five Americans left a job in the past five years because of its culture.

SHRM, The High Cost of a Toxic Workplace Culture, 2019.

3 to 4x

the role's salary: what employers estimate one hire really costs, on top of a nearly $4,700 average cost per hire.

SHRM, The Real Costs of Recruitment, 2022.

LOST OPPORTUNITY COST

The bill nobody sends.

A vacant seat sits empty for a median 39 days (SHRM, 2026), then the new hire ramps while customers, deals and momentum wait. Revenue that never happens never shows up on a report, so it never gets managed. Fit is the lever: at one client, people with low fit were **5x more likely to leave** within six months.

WHY 1 THE PROBLEM

An asset with *no number.*

> **Culture:** shared values and beliefs that interact with a company's people and systems toward a common goal. *Uttal, 1983; Schein, 1990.*

The one thing a competitor cannot copy is also the one thing with no shared definition, no standard measure and no agreed link to your numbers.

WHY 2 THE STANDARD

Values you can *standardize.*

Standardized values that are ubiquitous to all companies and can be compared within the company and across industries. The Big Nine, from MIT Sloan Management Review's Culture 500 and 1.2 million employee reviews.

WHY 3 THE PAYOFF

Gross first, *then net.*

Measured the same way every time, culture becomes a profile you can set next to turnover, units and gross for the same people. Your finance team nets it down after commissions, bonuses and variable costs. We build the model on your margins, not ours.

We are the Culture People.

Priority Bridge
prioritybridge.com

How it works. *Two steps.*

STEP 1 CULTURE BENCHMARK

Your culture, *measured.*



- **100 points across the Big Nine.** About two weeks.
- **One benchmark** for every location, department and team.
- **A moving picture, not a snapshot.** People arrive, the culture moves. People leave, it moves again.
- **Every employee retakes** the MyCulture Profile every twelve months, so the picture stays current.
- **Tied to turnover, units and gross,** so you know which levers to pull.

STEP 2 CULTURE FIT

Every candidate, *matched.*

SAMPLE FIT REPORT

Jordan Avery

STORE 1 · SALES

94%

Best fit

STORE 2 · SALES

59%

Different priorities

Real data, names changed.

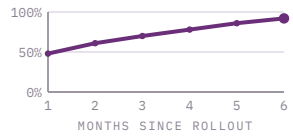
Candidates complete a MyCulture Profile in 4 to 9 minutes and share a code with you. You see fit to the team they applied to, and where else they would fit best. It never disqualifies. It gives your interviewers a better conversation about the gaps, and it gives finance a fit score on every hire from day one.

THE CFO DASHBOARD · SEVEN NUMBERS THAT SHOW THE ROLLOUT IS PAYING

ILLUSTRATIVE SAMPLE VALUES

CANDIDATE COMPLETION

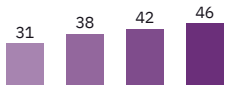
92%



of candidates completed a profile

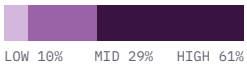
HIRING VOLUME

46



hires this quarter, all locations

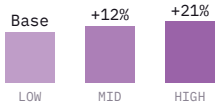
FIT OF HIRES



share of hires by fit to their team

GROSS PER NEW HIRE

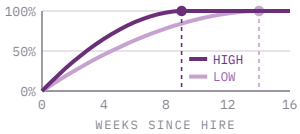
+21%



first two quarters, high fit vs low fit

TIME TO PRODUCTIVITY

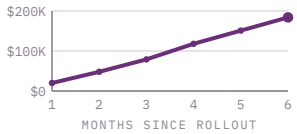
9 wks



high fit hires, vs 14 weeks low fit

INCREMENTAL CONTRIBUTION

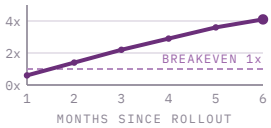
$184K



net of commissions and variable cost, first six months

REALIZED ROI

4.1x



against total cost of ownership, first six months

WHAT IT ANSWERS

Is it being used? Who are we hiring? Do better fit hires sell more, sooner, and stay? What did it return, net, against everything it cost?

YOUR NUMBERS, NOT OURS

The model runs on *your last three years.*

The scale economics only hold if they are built on your actual baseline. Before any ROI is quoted, we ask for:

- **Hiring and turnover:** hires per location, turnover, vacancies, average tenure, time to fill.
- **Seller economics:** average gross per salesperson, compensation, contribution margin, ramp curve, cost of an unsuccessful hire.
- **The result:** operational benefit translated into P&L and cash impact, net of commissions, bonuses and variable costs.

BEFORE YOU SIGN

Three things in writing, *up front.*

- **Total cost of ownership.** The fee, plus implementation, training, integration, HR and recruiter time, support and any annual price change, so the full annual cost is one number.
- **Commercial terms.** Contract length, termination rights, renewal and pricing mechanism, minimum locations, data ownership, and what happens to your benchmarks if the contract ends.
- **Rollout plan.** Who owns it, how fast locations are benchmarked, refresh cadence, training required and the adoption level the model assumes.

Client results on page 1: B2B staffing firm, 115 salespeople and managers, two years; privately held automotive group, 140 locations. Every 10 points of fit was worth about $11,400 in gross; the top third of sellers by fit produced 34% more gross profit. Every culture is unique and results will differ. Research: Brauer, Brauer & Tanner (2026), Journal of Marketing Theory and Practice; Sull, Sull & Chamberlain (2019), MIT Sloan Management Review. Turnover figures: SHRM (2019, 2022, 2026).

Let's run *your numbers.*

A 15 minute call with Dave Brauer, Founder and CEO.

DAVE@PRIORITYBRIDGE.COM / 412.935.2827 / PRIORITYBRIDGE.COM

We are the Culture People.