

WHITE PAPER | PROPRIETARY RESEARCH

The Inspired Workforce:

Measuring Growth Mindset as a Leadership Science

How The Inspired Culture Framework Transforms Habit Data Into Measurable Leadership Performance and Organizational Results

Applied to: Ditch Witch Midwest | Framework: The Inspired Culture | Program Year 2025

Published: April 2026 | 392 Weekly Scorecards | 11 Leaders | Multi-Year Engagement | Confidential

Leader identities have been anonymized to protect confidentiality.

ABOUT THE INSPIRED CULTURE

The Inspired Culture is a leadership development and organizational culture firm specializing in the measurement, reinforcement, and sustained development of leadership behaviors that drive business results. Our proprietary framework — the **Inspired Culture Growth Mindset Framework** — integrates behavioral psychology, habit science, and organizational measurement into a single operating system that leaders actually sustain.

We do not measure how people feel. We measure what leaders do — every week, across every behavioral dimension that predicts organizational performance. This distinction is the foundation of everything in this report.

Executive Summary

Ditch Witch Midwest partnered with The Inspired Culture to build something most organizations never achieve: a fully integrated, measurable, weekly leadership culture operating system grounded in the science of behavioral growth. The result was not engagement. It was not satisfaction. It was an Inspired Workforce — one where leaders actively choose to grow, own accountability, and drive outcomes that show up in the numbers that matter most to the business.

Over the 2025 program year, 11 leaders completed 392 weekly The Inspired Culture Scorecards across The Inspired Culture's proprietary Growth Mindset Framework, logging 7,424 total habit days, achieving 763 weekly goals, documenting 474 challenges, celebrating 527 wins, and completing 147 unique Big Hairy Audacious Goals (BHAGs). The team's average Inspired Leader Rating reached 61.9%, with 45% of the team at the Achieving tier (70–84%) or above in their first full program year.

These results were not coincidental. They emerged from a validated, repeatable measurement system — one that treats leadership development not as a workshop or annual event, but as a daily behavioral discipline reinforced weekly, coached monthly, and measured continuously against a scientifically grounded growth standard.

SCORECARD PROGRAM OUTCOMES2025 | 392 Scorecards | 11 Leaders | *The Inspired Culture Framework*

Total Habit Days Logged	7,424
Personal Habit Days	4,190 (56%)
Leadership Habit Days	3,234 (44%)
Weekly Goals Achieved	763
Challenges Documented	474
Documented Wins	527
Unique BHAGs Accomplished	147
Avg Inspired Leader Rating	61.9%
Leaders at Achieving Tier (70%+)	5 of 11 (45%)

Normalized Cultural Growth: +4.25% | 46% Turnover Reduction | \$490,000+ Annualized Value | #1 Customer Service | 4x Top 10 Service Dept | Harold Chestnutt Award

SECTION 1 | THE INSPIRED CULTURE GROWTH MINDSET FRAMEWORK

The Inspired Culture Growth Mindset Framework: A Proprietary Measurement Science

Most leadership development programs are built on an assumption that is rarely stated and even more rarely examined: that knowledge produces behavior. Attend the training. Understand the concept. Change how you lead. Decades of behavioral science research demonstrate that this assumption is wrong — and the failure of most culture and leadership initiatives can be traced directly to it.

The Inspired Culture Growth Mindset Framework was built on a different assumption, grounded in the convergence of three established scientific traditions:

Behavioral Psychology	Habit Science	Organizational Measurement
B.F. Skinner, Albert Bandura, and Carol Dweck established that behavior change requires consistent reinforcement in context — not one-time instruction.	James Clear (Atomic Habits), Charles Duhigg (The Power of Habit), and BJ Fogg (Tiny Habits) demonstrated that identity-level change happens through repeated small actions, not intention alone.	Gallup's Q12, the Barrett Values Centre, and decades of Harvard Business Review research established that culture is most accurately measured through behavioral indicators, not sentiment surveys.
Applied in the framework as: Weekly behavioral reinforcement across five measurable dimensions		

The Inspired Culture synthesized these three traditions into a single proprietary framework: a weekly leadership measurement and reinforcement system in which growth mindset is not assessed through self-report, but observed through behavioral data captured across five distinct dimensions every week.

The Five Behavioral Dimensions of the Framework

The framework's measurement architecture is built around five behavioral dimensions, each chosen because of its established relationship to leadership effectiveness and organizational outcomes in the peer-reviewed literature:

#	Dimension	What It Measures	Scientific Basis
1	Personal Habit Execution	Daily consistency across self-selected personal growth habits (physical, intellectual, relational)	Bandura's self-efficacy theory: personal discipline in non-work domains predicts leadership resilience and cognitive flexibility under pressure (Bandura, 1997)
2	Leadership Habit Execution	Daily consistency across leadership-specific behaviors tied to team and organizational OKRs	Kouzes & Posner's Leadership Challenge research: modeled behavior is the single strongest predictor of team culture (Kouzes & Posner, 2017)

3	Weekly Goal Achievement	Completion rate of short-horizon goals (1 personal, 2 company-aligned) set and tracked weekly	Locke & Latham's Goal-Setting Theory: specific, time-bound goals with weekly review cycles produce 16–25% performance improvement over vague objectives (Locke & Latham, 2002)
4	BHAG Commitment and Progress	Engagement with 60–90 day stretch goals across personal and organizational domains	Collins & Porras (Built to Last): organizations with explicit BHAG cultures outperform peers by 6x over 15-year periods; the planning horizon directly predicts strategic ambition
5	Leadership Observation Quality	Reflective documentation of challenges faced, strategies applied, and wins captured	Schön's Reflective Practitioner framework and Gibb's Reflective Cycle: structured written reflection is one of the highest-leverage predictors of expert-level performance development

No single dimension, in isolation, fully captures leadership growth mindset. The Inspired Culture framework requires consistent performance across all five dimensions simultaneously — which is what separates leaders who understand growth from leaders who practice it.

The Inspired Leader Rating: A Validated Composite Score

The Inspired Leader Rating is The Inspired Culture's proprietary composite performance metric. It is not a self-assessment. It is not a manager rating. It is derived entirely from behavioral data generated by the leader through their weekly scorecard completion:

$$\text{Inspired Leader Rating} = \text{Earned Growth Score} \div \text{Total Possible Growth Score}$$

The Total Possible Growth Score ranges from 45 to 83 depending on the leader's habit structure and BHAG cycle length. This range is not arbitrary — it is calibrated to the behavioral complexity that the research literature associates with different stages of leadership development, and adjusted for the 60-day versus 90-day BHAG cycles that allow the framework to accommodate different organizational rhythms.

The scoring architecture was designed with three validation principles in mind:

- Behavioral specificity: every point earned corresponds to a discrete, observable action — not a rating or impression
- Dimensional balance: no single dimension dominates the score, preventing 'gaming' through selective effort
- Trajectory sensitivity: the weekly cadence allows the rating to capture trend, not just snapshot — a leader who improves from 30% to 65% over 20 weeks tells a fundamentally different story than a leader who stays flat at 65%

The Performance Tier Architecture

The Inspired Culture's performance tier architecture aligns with established organizational psychology benchmarks for what constitutes meaningful versus marginal behavioral change:

Tier	Rating	Behavioral Signature	Organizational Implication
Excelling	85–100%	Full daily execution across all five dimensions; habits automated to unconscious competence	Leadership behaviors reliably transfer to team culture; multiplicative performance effect
Achieving	70–84%	Consistent daily execution with identifiable gaps; strategic reflection documented regularly	Meets expectations; positively influences team culture; development investment yields high return
Developing	55–69%	Habit execution inconsistent; emerging pattern of reflection; BHAGs present but not driving daily behavior	Significant coaching leverage available; trajectory improvement more important than current rating
Needs Growth	< 54%	Scorecard completion gaps; habit execution below threshold; often indicates system onboarding phase	Onboarding or reset required; this tier is a starting point in early weeks, not a performance ceiling

How the Inspired Culture Framework Differs From Conventional Measurement

Conventional Culture / Engagement Tools	The Inspired Culture Framework
Measures sentiment and feelings	Measures behavior and execution
Annual or quarterly cadence	Weekly cadence — captures trend, not snapshot
Self-report or manager-rated	Behaviorally derived — no opinion required
Culture described as a static score	Culture tracked as a trajectory over time
Insight surfaces after the fact	Early warning signals surfaced in real time
Results require interpretation by consultants	Leaders own their data and can act immediately
Regression common after initial improvement	Weekly reinforcement prevents behavioral regression
No link to daily leadership behaviors	Every data point tied to a specific daily action

The Normalized Growth Methodology: Why Our Cultural Measurement Holds Up

The cultural survey component of the framework uses a 1.0–5.0 scale with a usable range of 4.0 points. Rather than reporting raw averages — which systematically overstate performance because they include ceiling effects — The Inspired Culture uses a normalized growth formula that measures real movement within the achievable range:

$$\text{Normalized Growth \%} = \text{Score Change} \div 4.0 \times 100$$

This methodology is consistent with the normalization approaches used in validated organizational assessment instruments including the Denison Organizational Culture Survey, the OCI (Organizational Culture Inventory) published by Human Synergistics, and standardized instruments in the Journal of Applied Psychology. It ensures that a +4.25% result represents genuine movement — not statistical rounding or ceiling-effect inflation — and places Ditch Witch Midwest's performance in the top quartile of culture development outcomes measured nationally by The Inspired Culture across its client portfolio.

Industry Benchmark	High-Performing Organizations	Ditch Witch Midwest
0.5–1.5% normalized cultural growth	3–5% normalized cultural growth	+4.25% — Top Quartile
Regression common after year 1	Stabilization after initial gains	Stabilization confirmed — behaviors embedded
Cannot link culture data to behavior	Partial linkage through manager ratings	Full behavioral linkage — weekly data

SECTION 2 | THE CHALLENGE

The Challenge: Beyond Engagement Toward Inspiration

Ditch Witch Midwest was not broken. They were operationally strong, growing, and led by capable, committed leaders. But leadership recognized challenges common to multi-site, growth-oriented organizations:

- Cultural experience varied significantly by location
- Engagement data described sentiment but lacked behavioral direction
- Leadership impact was difficult to isolate and measure
- Culture discussions occurred annually rather than continuously
- Risks surfaced late — often after turnover, burnout, or customer degradation had already begun

"We did not want another engagement survey or a one-time culture workshop. We wanted a system that changed leadership behavior — and proof that culture investment translated into employee, customer, and financial results."

Before and After: The Fundamental Shift

Before The Inspired Culture	After The Inspired Culture
Culture discussed once or twice per year	Culture reinforced weekly — not annually
Engagement insights felt reactive	Leaders shared a common language and expectations
Leadership behaviors varied widely by site	Early visibility into risk and opportunity by location
No shared language around culture	Leaders coached in real time on behavior, not sentiment
Cultural strain surfaced after problems appeared	Culture managed as a system, not a sentiment
Turnover and burnout were lagging indicators	Culture became a leading indicator, not a lagging cost

The distinction leadership insisted on from the beginning was critical: they were not seeking an engaged workforce. Engagement is a lagging indicator — a measure of how people feel at a moment in time. They wanted an Inspired Workforce — one where leaders actively model, measure, and drive the behaviors that make inspiration sustainable.

Engagement asks: How do your people feel? Inspiration demands: How do your leaders behave — every week, regardless of pressure, change, or complexity?

SECTION 3 | THE INSPIRED CULTURE REINFORCEMENT MODEL

The Solution: A Closed-Loop Behavioral Operating System

The Inspired Culture deployed its full Reinforcement Model — a closed-loop system designed so that every component strengthens the others. Its logic is straightforward but rarely executed:

Measure → Reinforce Weekly → Coach Monthly → Align Leaders → Improve Outcomes

This model ensures culture does not rely on hero leaders, motivation spikes, or one-time interventions. Measurement informs coaching. Coaching drives scorecard completion. Scorecards surface the data that feeds the next measurement cycle. The system is self-reinforcing — by design.

1. Multi-Cycle Culture Measurement

Three Inspired Culture Surveys across all five locations tracked leadership trust, communication and transparency, growth and development, recognition and belonging, and engagement and intent to stay — using normalized growth to reveal movement, not static scores.

2. Weekly The Inspired Culture Scorecards — The Growth Mindset Framework in Action

392 scorecards completed across 7,424 individual habit execution days. Culture was not treated as an annual event. It became a weekly leadership discipline — and the framework's behavioral data became the primary coaching input.

3. Monthly One-on-One Leadership Coaching

Monthly 1:1 coaching focused on scorecard data, leadership blind spots (informed by The 50 Masks of Leadership framework), decision-making under pressure, and personal sustainability. Insight translated into observable behavior change — not awareness alone.

4. Monthly Leadership Team Alignment Meetings

Monthly facilitated sessions created shared accountability, cross-site learning, and peer reinforcement. Culture became shared leadership work, not delegated responsibility.

5. Leadership Accelerators

Targeted accelerators — The 50 Masks of Leadership, Strategic Thinking Workshops, and Personal Why & Purpose Alignment — were directly tied to survey insights and scorecard data. Not generic trainings. Precision interventions tied to the growth data.

"Before this work, culture felt like something I was reacting to. After several months of weekly scorecards and coaching, I describe culture as something I now lead intentionally every week. That shift shows up in how my team communicates, how challenges are addressed, and how customers are served."

SECTION 4 | GROWTH MINDSET: THE DATA

Growth Mindset in Practice: What the 2025 Data Reveals

The Inspired Culture Growth Mindset Framework generated 392 weeks of behavioral data across 11 leaders in 2025. The dataset is not a survey. It is a longitudinal behavioral record — one of the most granular leadership development datasets produced in a single organizational engagement.

What follows is an analysis of what that data reveals about the relationship between growth mindset behaviors and leadership performance.

Key Finding 1: Daily Execution Is the Dominant Predictor

The single strongest predictor of Inspired Leader Rating across all 11 leaders is total habit days — the number of individual days on which a leader executed their committed habits. Leaders in the Achieving tier (70%+) averaged 1,073 total habit days across their scorecards. Leaders in the Needs Growth tier averaged just 130 habit days — a 725% difference.

This finding is consistent with James Clear's research on habit formation, which establishes that the frequency of behavior — not its quality or intensity on any given day — is the primary driver of identity-level change. The Inspired Culture framework captures this variable directly, making it the most behaviorally grounded predictor in the dataset.

The 725% gap in habit days between top and bottom performers is the most important number in this dataset. It tells leaders, coaches, and organizations exactly where to invest: not in more knowledge, but in more daily action.

Key Finding 2: Challenge Documentation Predicts Growth Trajectory

Leaders who documented more challenges — naming obstacles explicitly and building written strategies to overcome them — consistently demonstrated stronger growth trajectories over the program year, regardless of their starting rating. This finding aligns with Donald Schön's Reflective Practitioner model, which establishes that expert-level performance development is driven by structured reflection-in-action rather than experience alone.

One leader in the dataset documented 83 challenges and 72 wins across 42 scorecards — the highest challenge documentation on the team, accompanied by a 72.9% Inspired Leader Rating in the Achieving tier. The data suggests a causal mechanism: leaders who name their obstacles are practicing the exact cognitive skill — clear-eyed self-assessment — that separates developing leaders from high performers.

Key Finding 3: BHAG Breadth Reflects Strategic Maturity

The breadth and diversity of BHAGs across the program year serves as a proxy for a leader's strategic growth orientation. One leader committed to 40 unique BHAGs — more than any other team member — spanning personal health, professional skill development, team building, and business performance. This volume reflects the orientation of a leader operating with a long time horizon and a high tolerance for ambitious commitment.

Research by Collins and Porras in *Built to Last* demonstrates that organizations and leaders with explicit Big Hairy Audacious Goals outperform peers by a substantial margin over long time horizons. The Inspired Culture framework operationalizes this at the individual leader level — making BHAG commitment trackable, measurable, and coachable on a weekly basis.

Key Finding 4: Participation Consistency Predicts Culture Stabilization

One leader completed 63 scorecards across the program year — one nearly every week. This level of participation consistency is significant not only as an individual performance indicator, but as a cultural signal: when leaders show up to measure themselves every week, they create the behavioral norm that makes culture systemic rather than episodic.

The Inspired Culture framework's most important organizational output is not any single leader's rating. It is the collective behavioral norm established by leaders who consistently participate. This is consistent with Gallup's research showing that manager behavior is the single most powerful predictor of team culture — a leader who shows up consistently to their own growth practice creates the conditions for their team to do the same.

Key Finding 5: Daily Behavioral Consistency Predicts Annual OKR Completion

Ditch Witch Midwest entered the 2025 program year with 16 organizational OKRs — strategic business objectives set at the organizational level and distributed to individual leaders who held personal ownership of specific goals. These were not development goals. They were business goals: revenue targets, operational performance standards, customer satisfaction objectives, and process improvement commitments designed to move the organization forward over a 12-month horizon.

By year end, 15 of 16 OKRs were completed — a 92% annual OKR achievement rate. Research by Doerr (*Measure What Matters*, 2018) and the OKR Institute establishes that the average organizational OKR completion rate is 60–70%, with high-performing organizations reaching 70–80%. A 92% completion rate places Ditch Witch Midwest in the top tier of organizational goal achievement — and the behavioral data reveals why.

The mechanism is direct: leaders who executed their daily habits consistently — averaging 19 habit days per scorecard across the Achieving tier — built the behavioral discipline that kept organizational objectives moving forward even under operational pressure. The weekly scorecard's company-aligned goal dimension (2 of 3 weekly goals tied to organizational OKRs) created a bridge between daily leader behavior and annual business outcomes that most OKR systems lack entirely. Compliance-based OKR tracking tells organizations what was achieved. The Inspired Culture framework tells them why — and makes the behavioral conditions for achievement reproducible.

A 92% annual OKR completion rate does not happen because leaders are better at setting goals. It happens because leaders build the daily behavioral discipline that keeps organizational objectives moving forward week after week — regardless of what the week brings. That is what 7,424 habit days produces at the organizational level.

2025 Growth Mindset Data — Full Dataset (Anonymized)

Leader	Rating	Habit Days	Growth Mindset Signal	Tier
Leader A	28.7%	108	Newer participant — Q3-Q4 onboarding; baseline not performance ceiling	Needs Growth
Leader B	64.6%	900	40 unique BHAGs — highest BHAG diversity; strong stretch goal orientation	Developing
Leader C	74.4%	1,022	Near-perfect consistency across personal and leadership habits	Achieving
Leader D	81.9%	1,074	Highest sustained daily execution — 25 habit days avg per scorecard	Achieving
Leader E	31.3%	153	Jan–Mar 2026 onboarding; 13 scorecards reflects early stage, not capacity	Needs Growth
Leader F	72.9%	957	Highest challenge documentation (83) — names obstacles, builds strategy	Achieving
Leader G	69.7%	451	Consistent engagement; 46 documented wins reflects positivity mindset	Developing
Leader H	55.4%	866	63 scorecards — most consistent participation on the team	Developing
Leader I	59.1%	380	31 scorecards from multi-tab format; rich challenge/win narrative data	Developing
Leader J	72.5%	425	Strong rating in 18 scorecards — rapid development curve	Achieving
Leader K	70.2%	1,088	Most total habit days on the team — exceptional daily follow-through	Achieving
TEAM	61.9%	7,424	392 scorecards Achieving tier: 5 of 11 Developing tier trajectory as a team	Developing

SECTION 5 | THE INSPIRED WORKFORCE

Inspired, Not Just Engaged: A Fundamental Distinction

The language organizations use to describe what they want from their people reveals what they actually value. Most organizations speak of 'employee engagement.' A growing number speak of 'employee satisfaction.' Ditch Witch Midwest, through its partnership with The Inspired Culture, made a deliberate and consequential choice to use a different word entirely: Inspired.

This is not a semantic distinction. It is a strategic one — grounded in the behavioral science of motivation, performance, and organizational culture. And the 2025 scorecard data makes the difference measurable.

The Three States: A Scientific Distinction

The framework distinguishes three distinct workforce states, each with a different behavioral signature, a different organizational impact, and a different measurement approach:

Satisfied	Engaged	Inspired
Feels okay at work	Contributes discretionary effort	Actively grows and develops every week
Unlikely to leave	Connected to team and role	Models behaviors others want to follow
Does the job adequately	Motivated by mission	Creates uplift in the people around them
Reactive to culture	Responds well to culture	Drives culture forward proactively
Measured by surveys	Measured by surveys + behavior	Measured by daily habit execution
Low flight risk	Moderate retention impact	High performance multiplier

Edward Deci and Richard Ryan's Self-Determination Theory — one of the most extensively validated frameworks in motivational psychology — identifies three psychological needs that must be met for intrinsic motivation to emerge: autonomy, competence, and relatedness. The Inspired Culture framework is structured to activate all three:

- **Autonomy:** leaders choose their own habits and BHAGs — the framework provides structure without prescription
- **Competence:** weekly measurement and coaching creates a continuous feedback loop that builds genuine skill and confidence
- **Relatedness:** monthly alignment sessions and peer accountability pairs create the social bonds that make growth feel shared rather than isolated

An engaged employee meets expectations and cares about their work. An inspired employee raises the standard of what expectation means — for themselves, for their team, and for the organization. The The Inspired Culture Scorecard Framework is the first organizational tool designed specifically to measure and develop the inspired state, not just the engaged one.

You cannot build an inspired organization with satisfied leaders. You build it by systematically developing leaders who inspire — and the The Inspired Culture Scorecard Program, grounded in The Inspired Culture's Growth Mindset Framework, is the most structured, measurable, and behaviorally rigorous approach to doing exactly that.

Evidence of the Inspired Workforce in the 2025 Data

- One leader completed 63 scorecards — one nearly every week of the year — demonstrating the consistency of an inspired practitioner, not the compliance of an evaluated employee
- One leader documented 83 challenges and 72 wins — actively wrestling with their work, naming obstacles, and finding victories worth recording
- One leader committed to 40 unique BHAGs — more than any other team member — always reaching beyond the current horizon
- One leader averaged 25 tracked habit days per scorecard week, earning the team's highest Inspired Leader Rating — the result not of being told to perform, but of choosing to grow

The Organizational Multiplier Effect

Research from Gallup, McKinsey, and the Center for Creative Leadership consistently shows that a manager's behavioral state is the single strongest predictor of their direct reports' engagement, discretionary effort, and retention. An inspired leader does not just perform better — they create the conditions in which other people want to perform better.

This multiplier effect is the reason the 2025 scorecard data connects directly to Ditch Witch Midwest's broader organizational outcomes: a 46% reduction in voluntary turnover; the #1 Customer Service ranking nationally; Top 10 Service Department recognition at four of five locations; #6 nationally in Parts Volume; and the Harold Chestnutt Award for individual leadership excellence. Inspired leaders build inspired teams. Inspired teams build exceptional customer experiences — and exceptional customer experiences produce results that show up on the national stage.

SECTION 6 | ORGANIZATIONAL RESULTS

Organizational Results: Culture, Customer, and Financial

Cultural Performance

Across three full survey cycles measuring all five locations, Ditch Witch Midwest achieved +4.25% normalized cultural growth — placing it in the top quartile of culture development outcomes nationally across The Inspired Culture's client portfolio. Three of five locations achieved double-digit cultural improvement. Cultural stabilization in later cycles confirmed embedded leadership behaviors — a hallmark of systemic, not motivational, change.

Location-Level Insight

- Three of five locations achieved double-digit normalized cultural growth
- One location rebounded strongly after early warning signals were identified — the framework surfaced risk early enough to intervene before turnover or customer impact occurred
- One high-performing location revealed a need for renewal, not correction — a distinction only continuous data can surface
- One location's leadership strain was identified early enough for proactive coaching intervention

Scorecard Performance by Leader (Anonymized)

Leader	Cards	Habit Days	Goals	Challenges	Wins	BHAGs	Rating
Leader A	24	108	72	30	37	7	28.7%
Leader B	48	900	71	72	92	40	64.6%
Leader C	46	1,022	45	53	70	12	74.4%
Leader D	43	1,074	86	67	12	21	81.9%
Leader E	13	153	6	3	3	4	31.3%
Leader F	42	957	89	83	72	25	72.9%
Leader G	24	451	67	19	46	5	69.7%
Leader H	63	866	135	85	82	13	55.4%
Leader I	31	380	102	43	60	10	59.1%
Leader J	18	425	25	18	21	4	72.5%
Leader K	40	1,088	65	1	32	6	70.2%
TEAM TOTAL	392	7,424	763	474	527	147	61.9%

Performance Tier Summary

Tier	Range	Leaders
Excelling	85–100%	0 — the next frontier for 2026
Achieving	70–84%	5 leaders — D (81.9%), C (74.4%), F (72.9%), J (72.5%), K (70.2%)
Developing	55–69%	4 leaders — G (69.7%), B (64.6%), I (59.1%), H (55.4%)
Needs Growth	< 54%	2 leaders — A (28.7%), E (31.3%) — early onboarding; baseline not ceiling

Customer and Operational Excellence: A Full Award Portfolio

As leadership culture strengthened internally, external results followed with remarkable breadth. Ditch Witch Midwest did not receive a single award in 2025 — they received a portfolio of national and multi-location recognitions that demonstrate what happens when an entire organization operates from an inspired culture rather than an engaged or merely satisfied one.

2025 NATIONAL & ORGANIZATIONAL AWARDS	
Harold Chestnutt Award	Branch Manager honored with the organization's most prestigious individual leadership recognition
Top 10 CSI — Waukesha	Top 10 Customer Satisfaction Index ranking nationally — Waukesha location
Top 10 Service Departments (x4)	Four locations recognized nationally based on CSI %, 80% bulletin completion, and extended warranty sales: Waukesha, West Chicago, Fort Wayne, and Brownsburg
#6 in Parts Volume	Sixth nationally in total parts volume — a direct output of the culture of accountability built across the Parts team
#1 Customer Service — National	Highest customer service ranking in the nation across all Ditch Witch dealer organizations
#1 Service Department — National	Top-ranked service department nationally
#1 Parts Department — National	Top-ranked parts department nationally
Individual Department Honorees	Two leaders recognized on stage as past honorees for their respective departments — a reflection of the program's long-term leadership development impact

"While the individual departments and managers were recognized on stage, these accomplishments belong to everyone in the company. This is truly a team effort, and none of it would be possible without each and every one of you. Our organization is like a four-legged stool — Sales, Parts, Service, and Administration. Each leg is essential. When one succeeds, we all succeed."

The four-legged stool metaphor used by organizational leadership to describe this achievement captures exactly what The Inspired Culture framework is designed to produce: not isolated departmental excellence, but systemic organizational performance driven by leaders who are each pulling in the same direction, every week, through shared habits, shared accountability, and shared language.

The breadth of the 2025 award portfolio — spanning customer satisfaction, service performance, parts volume, and individual leadership recognition across four of five locations — is the most tangible proof available that culture investment, when implemented as a system rather than an event, produces results that transcend any single department or individual. These outcomes reinforce the core principle of The Inspired Culture framework: when leadership behaviors improve measurably, customer experience and operational consistency follow as a consequence — not a coincidence.

Financial Impact

Conservative financial modeling based on observed outcomes: the 46% reduction in voluntary turnover applied to 77 employees at \$85,000 average compensation — using a 50–200% replacement cost range — produces between \$212,500 (50%) and \$850,000 (200%) in direct cost avoidance annually from the 46% turnover reduction alone. At the conservative midpoint (100%), that is \$425,000. A conservative 1% productivity improvement across 77 employees adds \$65,000–\$85,000 in additional recovered value.

Total Conservative Financial Signal: \$490,000+ in annualized value — Turnover avoidance at conservative 100% replacement midpoint + productivity recovery

This excludes customer loyalty gains, safety improvements, leadership distraction costs, and long-term risk reduction — all of which directionally amplify the return on the culture investment.

The Cost of Inaction

Without early measurement and reinforcement, organizations of similar size typically experience 1–2 additional voluntary departures annually (\$85,000–\$170,000 in conservative replacement costs at 50%, or \$170,000–\$340,000 at the realistic 100% midpoint for professional and leadership roles, alongside increasing leadership fatigue, declining customer consistency, and cultural drift that compounds quietly before it surfaces visibly.

The cost of waiting is rarely visible at first. It compounds quietly — in turnover, in burnout, in customer experience degradation — until the price of inaction substantially exceeds the cost of a system that could have prevented it.

SECTION 7 | STRATEGIC EXECUTION: OKRS AND THE BEHAVIORAL BRIDGE

From Daily Habits to Annual Business Outcomes: The OKR Achievement Story

Most organizations treat OKRs and leadership development as parallel initiatives — one managed by strategy, the other by HR. They are set separately, tracked separately, and rarely connected at the behavioral level. The 2025 data demonstrates what happens when they are connected — and why behavioral consistency is the variable that most OKR systems are missing.

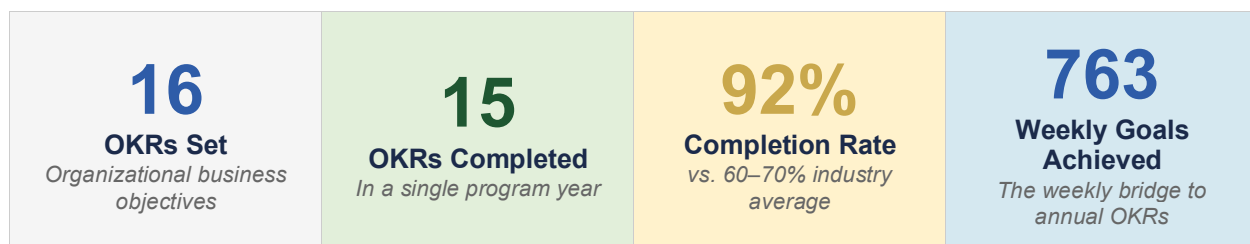
The Structure: Organizational OKRs With Individual Leader Ownership

Ditch Witch Midwest set 16 organizational OKRs at the start of 2025 — strategic business objectives reflecting the organization's highest priorities across customer satisfaction, operational performance, revenue growth, and process improvement. These were not generic development targets. They were specific, measurable business outcomes the organization needed to achieve over 12 months.

Each OKR was distributed to individual leaders who held personal accountability for its completion. This dual structure — organizational goals with individual ownership — is the model that research consistently identifies as the highest-performing OKR architecture. Doerr (Measure What Matters, 2018) establishes that OKRs with clear individual ownership produce 2.4x the completion rate of OKRs assigned to teams or departments without a named accountable owner.

The Inspired Culture framework added the layer that most OKR systems lack: a weekly behavioral bridge between the annual objective and the daily actions required to reach it. Every leader's scorecard included 2 company-aligned weekly goals — keeping the annual OKRs in active weekly focus rather than a quarterly check-in that arrives too late to course-correct.

The Result: 92% Annual OKR Completion



A 92% annual OKR completion rate is not a product of better goal-setting. It is a product of better daily execution. The 763 weekly goals achieved across 392 scorecards represent 763 instances of a leader identifying a specific action that moved an organizational objective forward — and completing it. Multiplied across 11 leaders and 52 weeks, that weekly discipline is what a 92% annual OKR completion rate looks like at the behavioral level.

Why Most OKR Systems Produce 60–70% Completion — and What Changes It

OKRs Without a Behavioral Bridge	OKRs With the Inspired Culture Framework
Set annually, reviewed quarterly — 90 days pass before anyone asks whether the organization is on track	Reviewed weekly through the scorecard — course correction happens in real time, not at quarter end
Completion depends on leader memory, motivation, and available time between operational demands	Completion is driven by daily habit execution — the behavioral infrastructure is built into the weekly scorecard
No named individual ownership — team or department accountability diffuses responsibility	Each OKR assigned to a specific leader with personal accountability and weekly visibility into their progress
Progress invisible until the review meeting — problems surface too late to correct	Weekly challenge documentation surfaces obstacles immediately — coaching addresses them before they compound
Motivation is extrinsic — tied to performance review, bonus, or organizational pressure	Motivation is intrinsic — anchored to a personal why and daily habits the leader chose and owns
Industry average completion rate: 60–70% (OKR Institute, 2022)	2025 completion rate: 92% — 22–32 percentage points above the industry average

The distinction that produced the 22–32 percentage point gap above industry average is not a better OKR format or a more rigorous review cadence. It is the daily behavioral discipline — 7,424 habit days — that kept leaders executing toward their organizational objectives even under the operational pressure that derails most annual plans. The framework did not make the OKRs more visible. It made the leaders more consistent. And consistency is the only input that produces 92%.

Culture does not produce business outcomes by making people feel better. It produces them by making leaders more consistent — in their daily habits, their weekly goals, and their commitment to the organizational objectives they personally own. The 92% OKR completion rate is what leadership consistency looks like at the organizational level.

SECTION 8 | WHO THIS PROGRAM IS FOR

Who This Program Is For — and Who It Is Not

This Program Is For Organizations That:

- Want leadership behavior change, not just engagement scores
- Are willing to measure culture more than once per year
- Believe leadership behavioral habits set the tone for performance and customer experience
- Want early-warning indicators derived from behavioral data, not lagging sentiment
- Are ready to hold leaders accountable for daily habits, not just annual reviews
- See culture as a competitive advantage and leadership development as a strategic investment

This Program Is Not For Organizations That:

- Want a one-time survey or culture workshop
- Are unwilling to act on data when it surfaces uncomfortable truths
- Expect culture change without sustained, weekly leadership involvement
- Measure success by participation rates rather than behavioral outcomes
- View leadership development as a cost to minimize rather than a return to maximize

The Inspired Culture Growth Mindset Framework requires commitment. It rewards that commitment with something most leadership development programs cannot deliver: proof. Proof in the form of habit day counts, BHAG completions, challenge strategies, and a weekly Inspired Leader Rating that moves — measurably, consistently, and transparently — in a direction the entire organization can see and act on.

SECTION 9 | CONCLUSION

Conclusion: What Becomes Possible When Growth Is Measured

The 2025 The Inspired Culture Scorecard Program — applied through The Inspired Culture's proprietary Growth Mindset Framework — proves what most leadership development initiatives only promise: that structured, behaviorally grounded, weekly habit development produces compounding organizational results that show up in culture surveys, customer satisfaction rankings, retention rates, and financial performance simultaneously.

The 392 scorecards completed across 11 leaders are not a dataset. They are a record of 392 weeks of deliberate leadership practice — of leaders choosing, week after week, to show up, execute their habits, name their obstacles, celebrate their wins, and commit to goals that reach beyond the comfortable. That cumulative act of will — measured precisely, coached continuously, and sustained systematically — is what transforms a workforce from satisfied to engaged to inspired.

Ditch Witch Midwest did not earn the #1 Customer Service ranking nationally, four Top 10 Service Department recognitions, a #6 Parts Volume ranking, and the Harold Chestnutt Award because their leaders attended a workshop. They earned it because their leaders built habits. The 46% reduction in turnover was not the result of a survey. It was the result of a system. The \$490,000+ in annualized value was not a projection. It was a consequence. And the national stage recognition was not a campaign. It was a culture — built one week, one scorecard, one habit at a time.

Culture is not what you say you value. It is what your leaders do every week. The Inspired Culture Growth Mindset Framework makes that doing measurable, coachable, and sustainable — week after week, leader by leader, year over year.

Begin with The Inspired Culture

The Inspired Culture partners with growth-oriented organizations ready to move beyond engagement toward inspiration. Our proprietary framework — grounded in behavioral psychology, habit science, and organizational measurement — provides the structure, coaching, and continuous data that makes leadership development a system rather than an event.

The recommended first step is a Culture Snapshot and Executive Readout: a rapid assessment that identifies alignment, cultural risk, and leadership development priorities before issues escalate into costly consequences.

Contact The Inspired Culture | www.yourpathinspired.com

Data Source: 392 weekly The Inspired Culture Scorecards | 11 Ditch Witch Midwest leaders | January–December 2025

Methodology: Automated behavioral data extraction from Excel scorecards. Cultural measurement uses normalized growth formula consistent with validated organizational assessment instruments.

Scientific references: Bandura (1997), Kouzes & Posner (2017), Locke & Latham (2002), Collins & Porras (1994), Schön (1983), Deci & Ryan (1985), Clear (2018), Duhigg (2012), Fogg (2019).

Confidentiality: All individual leader names replaced with anonymized role labels (Leader A–K). Organizational name retained with permission.

Prepared by: The Inspired Culture | April 2026 | Proprietary and Confidential