

# WORKFORCE SURVEY

## What It Measures

This indicator reflects the percentage of Northwood employees who express positive sentiments about their work and the organization overall. It is based on favorable responses to key dimensions of the employee experience survey, capturing satisfaction, engagement, and organizational pride.

## Why We Monitor This

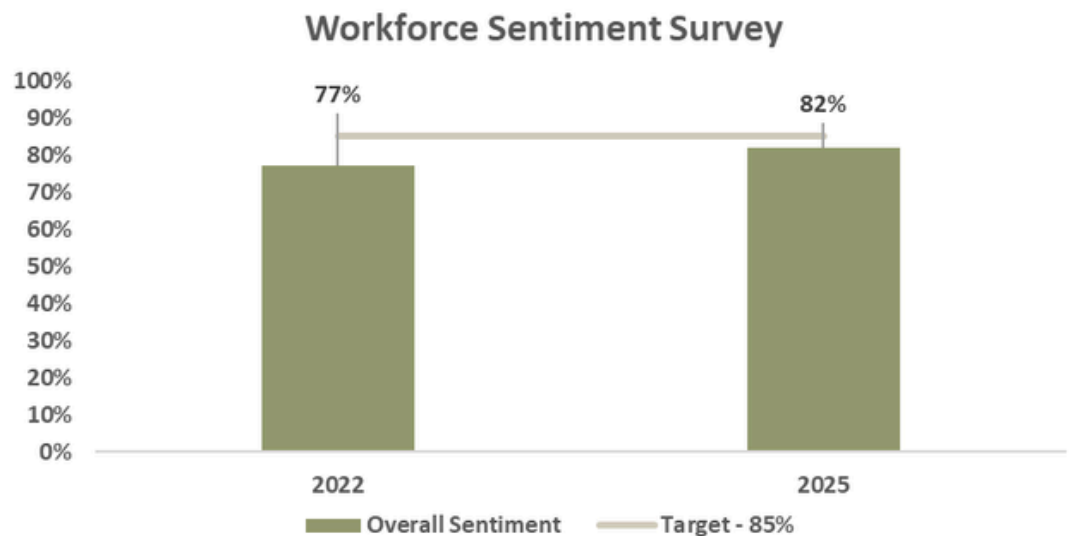
This process helps Northwood assess employee morale, engagement, and satisfaction to ensure the organization meets workforce needs. It identifies areas for improvement in the work environment, supports employee well-being, and evaluates the effectiveness of current policies. Insights from the data guide efforts to enhance communication, trust, and retention, while attracting new talent.

## Our Goal

Northwood aims to meet or exceed an 85% satisfaction sentiment rate.

In May 2025, Northwood conducted its Workforce Survey, inviting approximately 2,000 staff and receiving 442 responses (22% response rate).

Overall sentiment was 82% positive, up 5% from 2022 but 3% below the target.



## How We're Improving

Northwood's Workforce Survey showed a positive increase in 2025, highlighting strengths in client care, transparency, and job clarity. Staff identified key areas for improvement, including staffing levels, workload, psychological safety, and communication. Moving forward, Northwood will act on these insights by enhancing professional development, expanding wellness supports, strengthening leadership and communication, and implementing targeted retention strategies. All aimed at fostering a safer, more supportive, and engaging workplace culture.