



# THE 2026 HR AUDIT: Mission vs. Market

This audit is designed to help SME and NFP leaders identify whether they are leaning too heavily on "Market" tactics (which they often lose) or "Mission" strengths (where they can win).

# THE 2026 HR AUDIT: MISSION VS. MARKET

**GOAL:** To determine if your organisation is positioned to out-retain "Big Corporate" competitors by leveraging your unique SME/NFP advantages.

**INSTRUCTIONS:** Rate your organization on a scale of 1 to 5 for each statement.

**1 Strongly Disagree** (We operate like a traditional corporate)

**5 Strongly Agree** (We are lean, agile, and purpose-led)

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## SECTION A: THE MISSION EDGE

**1. Line of Sight:** Every employee, from admin to frontline, can clearly articulate how their specific daily tasks directly contribute to our core mission or customer impact.

● SCORE: [     ]

**2. Cultural Participation:** Our values aren't just posters on a wall; employees have a structured way to provide feedback and "co-author" our culture at least once a quarter.

● SCORE: [     ]

**3. Decision Autonomy:** Employees have the "permission to pivot." They are empowered to make decisions that benefit the mission without navigating three layers of management approval.

● SCORE: [     ]

## SECTION B: THE AGILITY EDGE

4. **Radical Flexibility:** We offer flexibility that goes beyond "WFH." We focus on outcomes rather than hours, offering options like compressed work weeks or personalised schedules .

● SCORE: [     ]

5. **Burnout Defence:** We actively use automation or AI to handle at least 15% of the "low-value" admin tasks that typically drain our team's energy and focus.

● SCORE: [     ]

6. **Wellness Personalisation:** Rather than a generic corporate "perks" portal, our benefits are tailored to our specific demographic (e.g., wellness days, professional development stipends, or childcare support).

● SCORE: [     ]

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## SECTION C: THE GROWTH EDGE

7. **Potential Over Pedigree:** Our hiring process prioritises "soft skills" and cultural alignment (using tools like GPI) over just "previous experience."

● SCORE: [     ]

8. **The 90-Day Anchor:** We have a structured onboarding program that focuses on social integration and mentorship, rather than just compliance and paperwork.

● SCORE: [     ]

**9. Internal Mobility:** We have a "promote-from-within" first policy, and we actively invest in upskilling staff for future roles before we even post an external job ad.

● **SCORE:** [     ]

**10. Recognition Frequency:** Our managers provide meaningful, mission-aligned recognition at least once a week, making employees feel "known and valued" (the #1 retention driver for 2026).

● **SCORE:** [     ]

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## SCORING & INTERPRETATION

- **40 - 50: The Mission Leader.** You are an "Employer of Choice." You aren't competing with big corporates on their turf, you've built a different game entirely. Your turnover is likely significantly lower than the 16% SME average.
- **25 - 39: The Transition Zone.** You have the right intent, but corporate "red tape" or resource constraints are creeping in. Focus on automating admin (Question 5) to free up time for culture.
- **10 - 24: The Market Trap.** You are trying to act like a big corporate without the budget to back it up. You are at high risk of losing talent to the highest bidder. It's time to lean back into your "Mission" roots.