

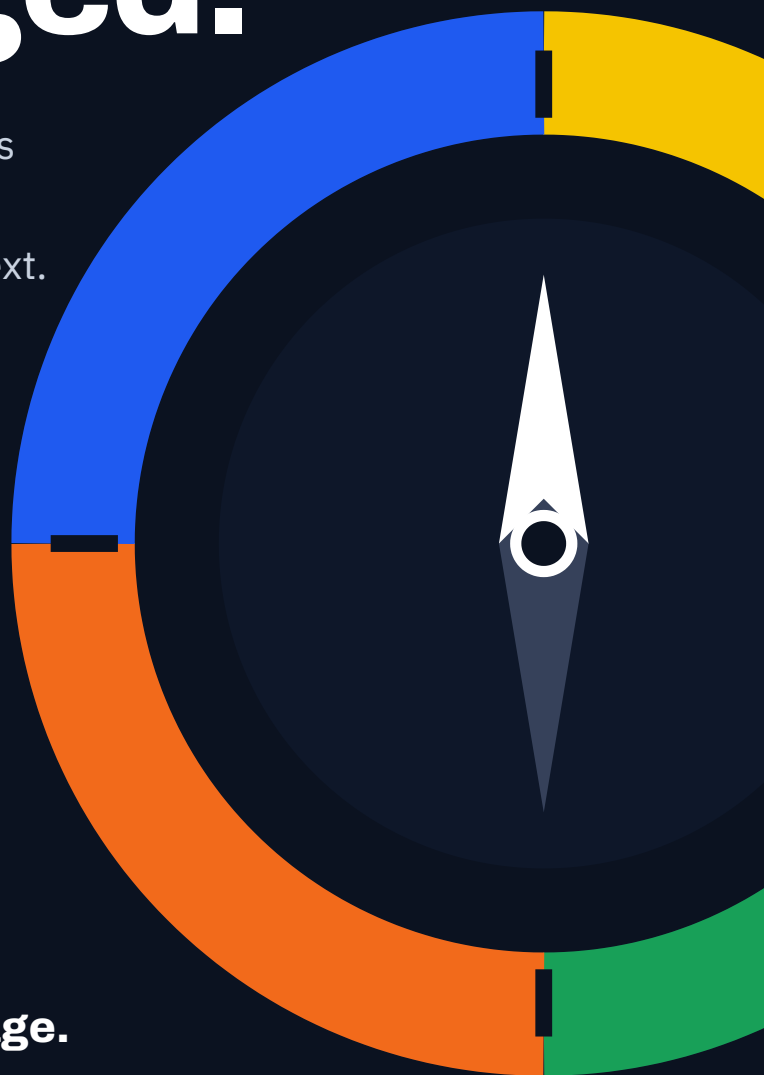


Quality, Ethics, Transparency.
Our Compass. Your course.

QET AUDIT · COMPASS

Culture can be managed.

The QET Compass makes quality, ethics
and transparency in your company
measurable – and shows what to do next.



**Employer branding. Employee
retention. Customer loyalty. Image.
CSR. Sustainability.**

60+1 criteria

One QET Index

Video course included

qet.de/compass

**Ralph Küster**

Founder of QET, architect and entrepreneur

WELCOME

Culture is no accident. Great to have you here.

Dear reader,

when I started QET in 2005, I had a simple question: why do some companies feel right straight away – and others don't? The answer rarely lay in the product. It lay with the people, in how they treat each other and in the way decisions are made.

For a long time culture was seen as soft and hard to grasp. I am convinced: it can be managed. Not with pressure, but with clarity – with quality, ethics and transparency.

The QET Compass is the tool I wished I had back then. It honestly shows where you stand and, above all, what to do next. No jargon, in about 20 minutes, together with your team.

I look forward to walking part of the way together.

Warm regards, Ralph Küster

THE STARTING POINT

Mission statements and policies exist. The work starts with implementation.

From mission to process

What the mission statement says is assigned to one of the 60+1 criteria – and becomes a concrete management topic.

From policy to responsibility

Each criterion belongs to one of seven management fields. So it is clear where a topic sits.

From intention to action

The index shows where you stand. The next steps show where to start.

GOOD CULTURE IS YOUR BEST MARKETING

Culture pays off.

What you improve with the QET Compass becomes visible to the outside world – to applicants, customers, partners and the public.



Employer branding

Good people go where the culture is right. With the QET Index and certificate you prove it – instead of just claiming it.



Corporate image

Quality, ethics and transparency become your trademark – traceable and credible.



Employee retention

People who are asked and heard stay. Less turnover, more motivation, a remedy for the skills shortage.



Customer loyalty

Customers and partners take part in the assessment. Their verdict makes trust measurable – and relationships stable.



CSR and compliance

Demonstrate social responsibility systematically – a solid basis for reports, tenders and audits.



Sustainability

Ecological and social responsibility as a permanent management topic – with goals, actions and measurable progress.

Prove

QET Index and certificate for your website, job ads and proposals

Show

Make progress visible over twelve months – internally and externally

Win

Skilled staff, customers and partners who share your values

THE QET TAXONOMY

Three values. 60+1 criteria. Seven management fields.

The taxonomy translates corporate culture into management topics that can be assessed, assigned and worked on. Developed since 2005 in work with companies – by people, not by a machine.



ADD-ON · QET61

Artificial intelligence

The “+1” above the 60 criteria. It reaches into all seven management fields.

SEVEN MANAGEMENT FIELDS

Leadership · Employees · Customers, products, markets · Business processes · Finance · Corporate image · CSR

How it works – in five steps

approx. 20 minutes · 4 languages · anonymous

1

Determine your status

Test across 60+1 criteria, result: the QET Index

2

Identify fields of action

Strengths and gaps per criterion and field

3

Plan actions

with a responsible person and due date

4

Involve your team

Employees, customers and partners – anonymously

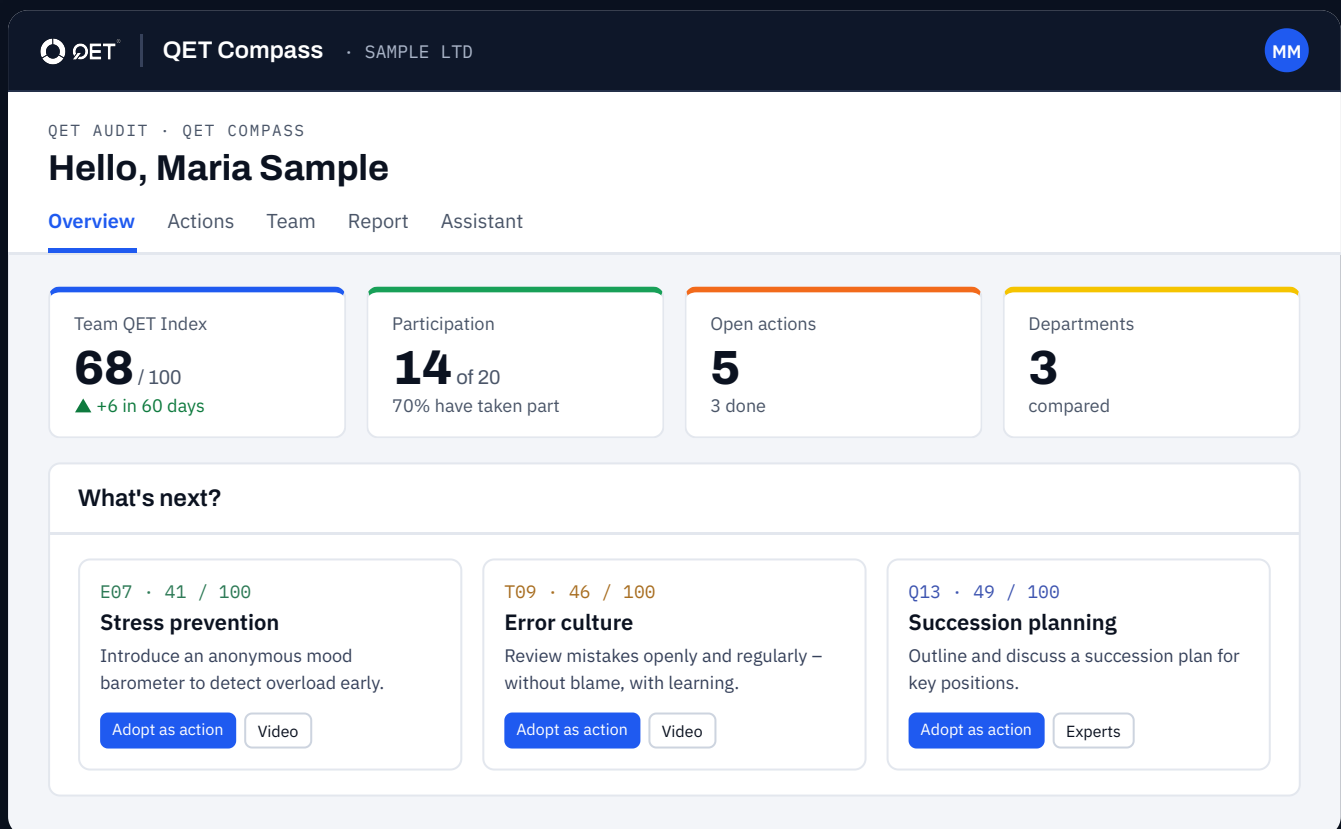
5

Prove progress

A repeat test shows before and after

BUILT LIKE ENTERPRISE SOFTWARE

Everything at a glance. And clear what comes next.



Sample view with example data

Key figures

QET Index, participation, open actions and trends – like a management cockpit.

Next steps

The three most important areas to work on, with a suggestion, a lesson and matching experts.

On every device

In the browser, as an app on desktop and smartphone. No installation needed.

THOUGHT THROUGH IN DETAIL

So everyone takes part – and stays on board.



Pause and continue

Every answer is saved instantly. Later you continue exactly where you left off.



Simple mode with read-aloud

One question per page, large text, questions read aloud on request.



An explanation for every criterion

A click on “i” explains the criterion and leads to the matching Masterclass lesson.



Invite by list, link, QR code

Paste many addresses at once or print a notice with a QR code.



Automatic reminders

Anyone still missing is reminded politely after 3 and 7 days. You see the rate live.



Actions with ownership

Every action with a person, due date and status – reminder included.



Before – after

The repeat test shows improvements and declines per criterion.



Monthly report by e-mail

One page for management: index, participation, actions, next steps.



Comparison by department

Anonymous and only from 5 responses per department – nobody can be identified.



QET Assistant

Questions like “What do we do about E07?” – answers based on QET content.



Certificate from index 70

Ready to print – a strong signal to applicants and customers.



SAP integration

Employee import from SAP SuccessFactors, sign-in with an SAP account, export of results.

German · English · Turkish · Romanian

Browser, desktop and smartphone

Accessible to use

SAP and SuccessFactors are trademarks of SAP SE. AI-supported answers from the assistant are labelled as such.

SOFTWARE AND VIDEO COURSE IN ONE

One price per participant. The more take part, the lower it gets.

PARTICIPANTS	PER PERSON / MONTH	TOTAL / MONTH
1	€49.00	€49.00
10	€40.54	€405.42
25	€37.60	€939.94
50	€35.51	€1,775.66
100	€33.54	€3,354.43
250	€31.11	€7,777.02
499	€29.39	€14,664.73

All prices net, plus statutory VAT. The price per person falls continuously with every additional person, down to €19 at 100,000 participants. The calculator on qet.de/compass shows every exact price.

ANNUAL PAYMENT

-10%

when paying twelve months in advance

Try it for free

Free for one person, permanently – ideal for getting to know it.

From 500 participants

Individual offer for larger organisations.

RECOMMENDED · FOR COMPANIES

QET Compass including Masterclass

Software, 60+1 micro-courses and worksheets – from €49 per person per month.

COURSE ONLY · FOR INDIVIDUALS

QET Masterclass on its own

The complete package with 60+1 micro-courses, without the software – €169 per year.

THE NEXT STEP

Start today.

Try the QET Compass for free and see in 20 minutes where your company stands.



qet.de/compass

Scan the QR code, create an account, start your first test.

SALES · SUPPORT

Our service team at Kaden Global advises you on orders, offers and billing.

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ONE BRAND · FOUR AREAS · ONE MARKETPLACE

EDITION · KNOWLEDGE

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ACADEMY · LEARN

Masterclass

ACTIVE · IMPLEMENT

Events and travel

AUDIT · ASSESS

Compass



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