

Apple Sentiment Pulse: Survey-Free Employee Experience Insights

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Sentiment Pulse: Survey-Free Employee Experience Insights

This report provides insights similar to an employee pulse survey, but leverages Generative AI to analyze employee reviews instead of conducting surveys, which can be limited by anonymity concerns, time, and budget constraints. This report offers a comprehensive view of employee engagement, values alignment, retention likelihood, and more.

Apple

Executive Summary

All percentages provided are estimations based on employee review data analyzed by Generative Al and are intended to approximate overall sentiment and trends.

Values Alignment & Workplace Culture

- Approximately 80% of employees feel that Apple's values align with their own, with 45% strongly agreeing and 35% agreeing.
- This strong cultural connection is reinforced by an overall positive work environment, where around 85% strongly agree that the workplace is positive—highlighting collaborative team dynamics, comprehensive benefits, and inclusive practices.

Leadership and Managerial Effectiveness

- While 50% of employees have a positive view of executive leadership, there is a marked disconnect at the local management level where 75% express dissatisfaction (40% strongly disagree and 35% disagree).
- The divergence between strategic vision and day-to-day management, including issues like micromanagement and inconsistent communication, signals a critical area for leadership improvement.

Performance Appraisal and Compensation

- The fairness of the performance appraisal system is a significant concern, with about 70% of responses indicating bias, favoritism, and a lack of transparency that could affect employee morale.
- Compensation ratings are generally positive (70% of employees agreeing or strongly agreeing that pay reflects effort), yet a notable minority feel that incentives do not fully reward additional contributions.

Employee Engagement & Retention Insights

- Engagement levels are high, with 90% of employees (65% strongly agree and 25% agree) feeling that their job keeps them engaged, driven by a supportive, collaborative culture and opportunities for innovation.
- Despite strong immediate retention signals—where 85% are not planning to leave in the next 6 months
 and 80% remain committed over one year—long-term retention shows slight vulnerability. By the threeyear horizon, concerns about limited career advancement and internal politics lead to around 20% of
 employees considering exiting, underscoring the need for clearer growth pathways.

Key Drivers and Recommended Actions

- Positive drivers include robust benefits, competitive compensation, and an inclusive workplace that fosters teamwork and innovation.
- Negative drivers, such as inconsistent managerial practices, high workload pressures, opaque
 performance appraisals, and slow career progression, should be prioritized for strategic intervention to
 sustain long-term employee engagement and retention.

This analysis provides actionable insights for HR and leadership teams to reinforce strengths and address critical gaps in management practices and performance evaluation processes.

1. Employee Sentiment Pulse

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Evaluate overall employee engagement.

Positive



Key Findings

The employee engagement survey shows an overwhelmingly positive response with nearly 90% of employees strongly agreeing or agreeing that their job keeps them engaged.

A robust company culture, characterized by strong team connectivity, supportive colleagues, and opportunities for career growth, significantly contributes to high engagement levels.

Although a small minority of responses indicate concerns such as inconsistent management or burnout, these do not detract significantly from the overall positive sentiment.

Action recommendations

Are there specific management practices or support mechanisms that could be enhanced to better address the small percentage of employees experiencing burnout or inconsistency in leadership?

Which additional professional development opportunities could further bolster engagement, especially for those in highly challenging or innovative roles?

How can the company further strengthen team connectivity and internal communication to sustain the positive culture that drives high engagement?

Statement Under Assessment: "My job keeps me engaged."

Rating Distribution (Approximate Based on Employee Perceptions): • Strongly Agree: 65% • Agree: 25% • Not Sure: 5% • Disagree: 3% • Strongly Disagree: 2%

Justification: • Predominantly Positive Environment – The overwhelming majority of reviews praise the company's culture, team spirit, and opportunities for growth. Many employees note that the engaging, collaborative atmosphere and exposure to cutting-edge work contribute significantly to their sense of engagement. For example, one employee remarked, "I've had the opportunity to be visible to upper management up to VP level," which underlines the rewarding challenges and recognition that drive engagement. • Strong Team Connectivity – Numerous comments highlight excellent camaraderie and supportive colleagues. As one employee noted, "I really enjoy the comradery and all that stuff," emphasizing that positive interpersonal relationships are a core element of their engagement. • Minimal Negatives - While there are a few isolated comments about inconsistent management or periods of burnout, these represent a very small fraction (around 5% total combining Not Sure, Disagree, and Strongly Disagree). The vast majority of reviews indicate that work then remains engaging even during challenging projects. • Role/Function Insights - Engagement levels appear consistently high across functions: - Tech, R&D, and innovative product teams are energized by challenging projects, professional development, and exposure to advanced technologies. Retail and support functions also report strong engagement, buoyed by a supportive work environment and Overall, the employee feedback clearly confirms that the majority feel their balanced work-life emphasis. jobs actively keep them engaged, with only minimal dissent, leading to a rating distribution predominantly in the "Strongly Agree" and "Agree" categories.

What are the main positive and negative drivers of employee engagement?



Key Findings

Employees appreciate a highly supportive and collaborative culture, comprehensive benefits, and opportunities for innovation that drive engagement and foster a positive work environment.

There are significant concerns about high workloads and aggressive growth pressures, as these factors are leading to burnout and placing unsustainable stress on staff.

Challenging customer interactions further compound employee stress, indicating a need for improved workload management and clearer expectations.



Action recommendations

How do you feel your current workload impact your work-life balance and contribute to feelings of burnout?

What suggestions do you have for better managing the aggressive growth pressures and unrealistic expectations in your role?

In what ways could the company enhance support to alleviate stress from challenging customer interactions while maintaining its innovative and collaborative culture?

Top 3 Positive Drivers of Engagement

- Supportive, Collaborative Culture
- Employees consistently praise the supportive atmosphere, teamwork, and open communication. For instance, one highlighted that "there was a real sense of collaboration among my colleagues and managers, which fostered an environment of learning and support." This collective spirit fosters innovation and personal growth.

- Comprehensive Benefits and Competitive Compensation
- Robust benefits, pay, and perks are repeatedly mentioned as key strengths. Responses such as "great benefits, pay, environment, colleagues are all really good" underscore that competitive compensation and work-life balance initiatives significantly boost employee morale.
- Opportunities for Innovation and Growth
- The chance to work with cutting-edge technology and participate in exciting projects motivates employees. Numerous comments reference engaging work and exposure to top-notch tools, encouraging career development while reinforcing Apple's reputation as an innovative employer.

Top 3 Negative Drivers of Engagement

- · High Workload Leading to Burnout
- Several employees have flagged overwhelming workloads that contribute to burnout. One response pointed out, "the workload can be overwhelming at times, leading to burnout among team members," directly impacting engagement and long-term sustainability.
- Aggressive Growth Pressures and Unrealistic Expectations
- Many note that a relentlessly growth-driven environment creates significant stress. An employee remarked, "the environment is aggressively growth driven and being stuck in the middle between unrealistic expectations from corporate and the employees crying for help is tough," highlighting the strain caused by high performance demands.
- Challenging Customer Interactions
- Frequent encounters with frustrated or demanding customers have been cited as emotionally draining, diminishing overall job satisfaction and contributing to lower engagement levels.

To what extent do employees believe their values are in alignment with the company's?

Positive



Key Findings

Approximately 80% of employees feel that their personal values align with Apple's, highlighting strong resonance with the company's mission and ethical stance.

A minority of employees, however, raise concerns about the practical application of these values, noting issues like overwork and outdated processes that may detract from the ideal alignment.

The overall positive sentiment is somewhat tempered by inconsistencies in management execution, suggesting that while the cultural narrative is strong, operational challenges persist.



Action recommendations

Do you feel that the company's daily practices consistently reflect its stated values, and can you provide specific examples?

Which elements of Apple's culture most reinforce your alignment with the company's values, and where do you see the biggest gaps?

What changes in leadership or operational processes would you suggest to better align the company's actions with its core values?

Statement: "Apple reflects my personal values."

Assessment Breakdown: • Strongly Agree (≈45%) - Numerous employees emphasize a deep personal connection to Apple's mission. For example, one noted, "I believe in the company and the company's values," underscoring how the vision, innovation, and commitment to quality resonate with their ethical views.

- Many employees appreciate the company's collaborative, inclusive, and innovative culture. They see Apple's values as aligned with their personal aspirations, even if some practical challenges exist. One perspective mentioned that the "vision and mission statement align with my own ethical views," demonstrating considerable alignment despite occasional operational gaps.
- Not Sure (≈10%) - A smaller segment expresses uncertainty. These employees acknowledge Apple's strong cultural narrative yet sometimes feel that inconsistencies in management or execution leave the personalvalue reflection ambiguous.
- Disagree (≈7%) Some reviews indicate that while the company's stated values are admirable, issues such as overwork or outdated processes have led them to question the full implementation of those values in everyday practice.
- Strongly Disagree (≈3%) A very few employees point to significant misalignments, citing experiences of toxic leadership or excessive pressure that clash with their own ethical frameworks.

Overall, approximately 80% of employees agree or strongly agree that Apple reflects their personal values, with a minority expressing reservations primarily about the practical translation of these values into their work life.

How likely are employees to recommend working at the company?

Positive



Key Findings

An overwhelming majority (90%) of employees strongly agree to recommend the company, indicating exceptional overall satisfaction and engagement.

Employees attribute their positive sentiment to a supportive work culture and effective leadership, which reinforces loyalty and enthusiasm.

The near-absence of negative responses highlights a strong employee endorsement of the company's work environment.

Action recommendations

What specific elements of our work culture and management support most influence your willingness to recommend the company?

Are there any aspects of the employee experience that could be improved to further enhance your recommendation?

How do work-life balance and career development opportunities factor into your overall satisfaction with the company?

Assessed Statement: "I would recommend Apple to a friend."

Overall, the employee feedback overwhelmingly supports this statement. Based on the data, our estimated breakdown is as follows:

Strongly Agree – 90%

Most reviews are effusive, with employees frequently citing the exceptional work culture and supportive

colleagues. For example, one employee remarked, "it's the best place to work because of the people around you and the support you get from the leads and managers," underscoring deep loyalty and enthusiasm.

• Agree - 7%

A smaller group offered positive but more reserved language (e.g., "good place to work" or "nice environment"), suggesting they would recommend Apple but with slightly less intensity.

Not Sure - 3%

A few reviews were ambiguous—such as stating it's "an ok place to work"—indicating some uncertainty when it comes to actively recommending Apple to friends.

- Disagree 0%
- Strongly Disagree 0%

Another employee noted, "would recommend working here to friends and family," further reinforcing a strong overall endorsement. In summary, nearly all employee perspectives align with a Strongly Agree rating with only a small fraction leaning towards Agree or ambivalence. This high level of recommendation aligns strongly with industry benchmarks for employee engagement and speaks volumes about Apple's exceptional workplace culture.

Evaluate the likelihood of employee retention over the next six months, year, and three years.



Key Findings

Short-term retention appears strong, with approximately 80-85% of employees indicating they do not plan to leave within 6 months or 1 year, largely due to solid benefits, job security, and ongoing learning opportunities.

Long-term retention is more concerning, as nearly 20% of employees anticipate leaving within three years, driven by frustrations over limited career advancement and internal politics.

The overall sentiment is mixed; while employees value the company's stability and resources in the near term, concerns about stagnant career growth suggest potential challenges to long-term employee loyalty.



Action recommendations

These are three important follow-up questions to ask on this topic: What specific career development or advancement opportunities do you feel are missing that might influence your decision to stay over the long term?

How do internal politics and management practices impact your overall job satisfaction and future career plans at the company?

Which additional benefits or support programs would most effectively enhance your long-term commitment to the organization?

Below is our assessment based on the mix of positive factors (solid benefits, job security, and ongoing learning) contrasted with recurring concerns about limited advancement and internal politics:

- 1. "I will leave Apple in 6 months"
 - Strongly Disagree ~65% Many employees value Apple's stability and "great benefits" and are not inclined toward an immediate exit.
 - Disagree ~20% Although some note "no opportunity for a raise unless you move," most believe the

current role is secure in the short term.

- Not Sure ~10% A smaller group is uncertain as they weigh the attractive work-life balance against slow career growth.
- Agree ~3% and Strongly Agree ~2% Only a few foresee an immediate departure, likely from acute dissatisfaction with management or limited progression.
- 2. "I will leave Apple in 1 year"
 - Strongly Disagree ~50% and Disagree ~30% The majority remain committed given the company's "job security" and excellent training, even if career paths seem unstructured.
 - Not Sure ~12% Some employees oscillate between appreciating the brand and lamenting a stagnant trajectory.
 - Agree ~5% and Strongly Agree ~3% A few anticipate leaving within a year, reflecting concurring voices about "limited growth opportunities."
- 3. "I will leave Apple in 3 years"
 - Strongly Disagree ~30% and Disagree ~25% A significant portion sees a future with Apple despite the challenges.
 - Not Sure ~25% Uncertainty grows as career stagnation pressures accumulate.
 - Agree ~15% and Strongly Agree ~5% Reflecting the warning that "the company preaches growth and development, but opportunities never arise," these employees plan longer-term exits if progress remains elusive.

This breakdown reflects a workforce that largely values Apple's security and resources while harboring concerns about long-term upward mobility.

What are the main positive and negative drivers of employee retention?



Key Findings

Employees highly value Apple's comprehensive benefits package, competitive compensation, and supportive workplace culture, which are effective retention drivers.

Concerns about slow promotions, unclear career pathways, and internal politics indicate that career progression remains a significant challenge for many employees.

Mixed perceptions of leadership and ethical practices, including issues related to favoritism and profit-focused decisions, suggest that trust in management could be improved.



Action recommendations

How clear are you about your career progression opportunities, and what changes would better support your growth within the company?

How do internal politics and perceived favoritism impact your overall engagement and decision to stay?

How satisfied are you with the transparency and consistency of our leadership's ethical practices, and what improvements would you suggest?

- Benefits (≈9):
- Employees overwhelmingly value Apple's comprehensive benefits package, including health coverage, stock options, and generous time off.

- As one employee noted, "The perks, including competitive compensation, excellent health benefits, and generous time off, make it even better," which strongly influences their decision to stay.
- Career (≈5-6):
- While many appreciate available development opportunities, frustration over slow promotions and internal politics is common.
- Comments like "internal movement tricky" reflect that unclear career pathways moderate loyalty for those seeking rapid advancement.
- Compensation (≈8):
- Attractive salaries and competitive pay are cited as major retention drivers.
- Despite occasional mentions of market lag, compensation consistently reinforces commitment.
- Diversity, Equity & Inclusion (≈7):
- Employees value Apple's inclusive culture and diversity initiatives, though some criticism remains regarding senior leadership diversity.
- Leadership (≈5):
- Opinions are polarized.
- One employee shared, "Management is generally great and encouraging, creating an environment where employees feel valued," while others report favoritism, undermining overall confidence.
- Integrity (≈5-6):
- Mixed perceptions exist regarding ethical practices, with some concerns about profit-focused decisions.
- Hiring (≈6):
- The quality of colleagues is generally positive though the hiring process is less often cited as a major retention factor.
- Workplace (≈8):
- A supportive, innovative culture and positive coworker relationships significantly contribute to employee retention.
- Work-Life Balance (≈6):
- Flexible scheduling is appreciated, yet high-pressure moments and long hours sometimes detract from balance.

Evaluate employee satisfaction with compensation.

Positive



Key Findings

A significant majority (70%) of employees express satisfaction with their compensation, citing competitive pay and supportive management.

Approximately 20% of employees feel that their additional efforts are not adequately rewarded, indicating a disconnect between performance and incentive structures.

Some employees are concerned that compensation growth has not kept pace with increased responsibilities and cost of living, suggesting potential areas for improvement.



Action recommendations

Do you believe that adjusting bonus structures or introducing additional performance incentives would better align rewards with your level of effort?

How do you feel the current compensation compares to industry standards, especially regarding opportunities for additional rewards beyond base pay?

What improvements in the compensation structure would help ensure that pay growth keeps pace with both increased responsibilities and rising living costs?

Statement Assessed: "My compensation accurately reflects my value and effort level."

Scale Breakdown (estimated based on employee feedback):

- compensation" that clearly reward hard work. One commented, "good pay and management that cares about your growth and help overcome challenges," indicating strong alignment between effort and reward.
- Agree 40% Many mention "good pay," "decent salary," or "fair compensation," reflecting overall satisfaction but hinting that while the base pay and benefits are solid, the link to extra effort (through bonuses or raises) isn't always apparent.
- Not Sure 10% Some responses are ambivalent—for example, employees remark that "the pay is pretty good, but the growth in our area hasn't quite kept up with the cost of living," suggesting mixed feelings about how well compensation matches evolving responsibilities.
- Disagree 15% A subset feels additional effort isn't adequately rewarded, as seen in comments like "pay could be a bit better." This indicates that for these employees, the compensation falls short of fully reflecting their value.
- Strongly Disagree 5% A few voices are emphatic; one noted, "overworked but not enough pay," signifying a clear disconnect between their contributions and the compensation received.

This breakdown shows that while the majority of Apple employees feel generally well compensated, a significant minority express concerns about incentive gaps and reward alignment relative to their workload.

Evaluate employee satisfaction with performance appraisal.

Negative



Key Findings

A significant majority of employees (70% combining Strongly Disagree and Disagree) feel that the performance appraisal system is unfair.

Employees specifically point out issues of bias, favoritism, and a lack of transparency in the appraisal process, indicating a systemic problem.

This perceived unfairness could negatively impact employee morale and undermine the credibility of performance-based rewards.



Action recommendations

How can the performance appraisal system be redesigned to incorporate objective metrics and reduce perceptions of bias?

What measures will be implemented to improve transparency in the performance evaluation process?

How will the company gather ongoing employee feedback to ensure that changes effectively address concerns about favoritism and fairness?

Statement Being Assessed: "The performance appraisal system at Apple is fair."

Assessment Summary (Approximate Distribution of Employee Reviews): • Strongly Disagree – 40% • Disagree – 30% • Not Sure – 15% • Agree – 10% • Strongly Agree – 5%

Justification: • Bias and Favoritism: Numerous employees cited issues with subjective evaluations. One remarked, "performance means nothing if you aren't liked by leadership," highlighting a deep distrust in the fairness of the system. Another observed that "managers simply promote their favourites regardless of skillset," underscoring perceived political biases. • Lack of Transparency: Reviews frequently note that appraisal outcomes are influenced by personal relationships and anecdotal evidence rather than objective performance metrics. This lack of clear, consistent criteria has left many employees feeling that the system is inherently unfair. • Mixed Feedback: While there are instances where structured feedback sessions and regular coaching are mentioned, these positives are largely overshadowed by concerns about favoritism and opaque decision—making processes. • Overall Impact: With approximately 70% of feedback leaning toward disagreement (Strongly Disagree + Disagree), it is evident that the majority of employees do not see the performance appraisal system as fair. This perception may affect morale and diminish the drive for performance-based rewards.

To what extent do employees believe company leadership is effective?

Negative



Key Findings

Employees show confidence in the company's executive leadership for its vision and strategic intent, yet they note a significant disconnect between these ideals and everyday practices.

The vast majority of employees are dissatisfied with local management, citing issues such as micromanagement, inconsistent communication, and a lack of professionalism.

This gap between the positive perception of top-level leadership and the negative experience with middle management underscores a critical weakness in day-to-day leadership execution.

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Action recommendations

How do employees differentiate between the effectiveness of executive leadership and local management in executing the company's vision?

What specific behaviors or practices of middle management contribute to employees' strong negative perceptions?

What changes or support mechanisms do employees believe could help local management better align with the strategic objectives set by executive leadership?

Below is our assessment based on the employee perceptions:

- 1. Statement: "Apple executive leadership is effective."
 - Scale distribution:
 - Strongly Disagree: 10%
 - Disagree: 15%Not Sure: 25%Agree: 35%
 - Strongly Agree: 15%

- Justification:
- Several employees appreciate top-level vision and strategic intent. One noted that "Corporate Executives are outstanding," reflecting confidence in senior leadership's ability to set direction.
- However, a fair number remain uncertain or mildly negative because they see disconnects between executive ideals and on-the-ground realities.
- The varied responses may be due to differing interactions across departments and the overshadowing impact of day-to-day issues.
 - 2. Statement: "Apple management is effective."
 - Scale distribution:
 - Strongly Disagree: 40%

- Disagree: 35% - Not Sure: 15% - Agree: 7%

- Strongly Agree: 3%

Justification:

- Numerous reviews cite issues such as micromanagement, inconsistent communication, and bias. One employee described management as "unprofessional and will continuously lie on, sabotage and pressure employees," echoing widespread dissatisfaction.
- Although a few respondents highlighted supportive one-on-one relationships or good team leaders, these counterpoints are far outnumbered.
- In short, while the executive tier often benefits from a positive reputation, the local and middle-management layer is viewed as a significant pain point.

This mixed picture suggests that while the strategic leadership may inspire confidence, everyday managerial practices need significant improvement.

Assess employee views of the work environment.

Positive



Key Findings

Approximately 85% of employees strongly agree that the work environment at Apple is positive, reflecting overwhelming satisfaction.

Employees appreciate the holistic approach to wellbeing, which includes robust mental health resources, physical wellness programs, and a collaborative culture with strong mentorship.

A negligible percentage (less than 2%) indicated negative experiences, highlighting isolated departmental issues rather than a company-wide problem.

Action recommendations

How can Apple address and resolve the challenges identified in teams that have been described as toxic?

What additional initiatives or improvements would enhance the already positive aspects of the work environment?

How effective are current support programs (like mental health and wellness resources) in meeting your needs, and what changes could further improve them?

Assessment Statement: "The work environment at Apple is positive."

Rating: Strongly Agree

Percentage Breakdown: • Strongly Agree: ~85% • Agree: ~10% • Not Sure: ~3% • Disagree: ~1% • Strongly

Disagree: ~1%

Justification: • Overwhelmingly Positive Feedback:

- The vast majority of employee comments emphasize an inclusive, supportive, and innovative work environment. For example, one employee noted, "from mental health resources to physical wellness programs, the company fosters a holistic approach to employee wellbeing," showcasing Apple's commitment to comprehensive employee support.
- Another review highlighted that "there was a real sense of collaboration among my colleagues and managers, which fostered an environment of learning and support," underlining a robust team dynamic and culture of mentorship.
- Minor Isolated Critiques:
- A few comments reference issues such as some teams being "toxic" or a handful of negative experiences. These represent less than 2% of the total sentiment, reflecting isolated or departmental challenges rather than an overall trend.
- Overall Impact:
- The collective feedback—ranging from excellent office environments to strong leadership and career growth opportunities—supports the conclusion that the work environment at Apple is indeed positive. This justifies the "Strongly Agree" rating with the bulk of reviews affirming a high level of workplace satisfaction.

What are the main positive and negative drivers of employee experiences of the work environment?



Key Findings

Employees highly value the strong team dynamics, supportive management, and inclusive culture, all of which contribute to a positive work environment.

The fast-paced workload and long hours are significant stressors that may lead to burnout despite attractive benefits.

There are concerns regarding inconsistent management practices and pockets of toxicity, highlighting variability in how different teams experience the work culture.



Action recommendations

Can you describe how the fast-paced work environment influences your daily stress levels and productivity?

To what extent do you feel that management support and communication are consistently delivered across all teams?

What specific changes or additional resources would help improve your work-life balance and mitigate burnout?

Assessment of Apple's Work Environment and Culture:

Top 3 Positive Drivers: • Team Dynamics and Collaboration

- Employees consistently praise their colleagues and teamwork, noting "the team dynamics were one of the highlights of my experience." This collaborative spirit promotes continuous learning and innovation.

- Supportive Management & Open Communication
- A strong emphasis on clear communication and leadership support is evident, with comments like "supportive boss, happy working environment." This fosters an inclusive setting where feedback is valued and personal growth is encouraged.
- Inclusive Culture with Attractive Benefits
- The overall culture—characterized by flexibility, perks, and work-life initiatives—creates a positive atmosphere. Employees appreciate the balance and opportunities provided by competitive benefits and an environment that values well-being.

Top 3 Negative Drivers: • High-Pressure, Fast-Paced Workload

- Numerous remarks highlight a relentless pace and high expectations that, while driving results, can also push stress levels upward. One employee observed that "when things are going well with customers and team members the job can feel amazing, but when things are not going well the energy can shift abruptly," illustrating the volatility of this pressure.
- Work-Life Balance Challenges
- Despite positive benefits, many report that long hours and heavy demands impede personal equilibrium, contributing to burnout and stress.
- Inconsistent Management Practices & Team Toxicity
- While many leaders are praised, isolated feedback points to pockets of managerial inconsistency and instances of toxic team dynamics within certain groups, indicating room for improvement.