

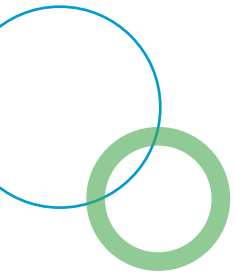


Culture Building Activity



If you can get all the people in your organization rowing in the same direction, you will dominate in any industry, in any market, against any competition, at any time.

Reach out today; we will help you to articulate culture statements for your organization.





Culture Statements Defined

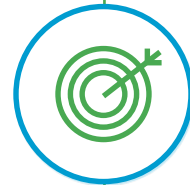
VISION

A broad aspirational statement claiming the future state of an organization and its accomplishments.



MISSION

The behaviors and activities an organization undertakes in order to achieve its vision.



VALUES

A list of expectations, beliefs, and qualities an organization employs as it interacts with both internal and external stakeholders.



○ Observation 1

HEROES AND LEGENDS

Imagine that you are culture consultant visiting your company for the first time. You have access to photos, security videos, records, and policy documents, employees, and clients.

Which employees are amazing? Which are recognized as being critical to the success of the business?

Observation 2

LANGUAGE AND JARGON

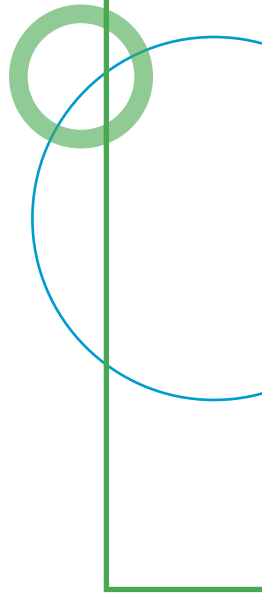
How do your employees interact with each other?
What “shorthand” do they use? Do they communicate
in the same manner if clients are in the room? How
does their speech affect the workplace?



Observation 3

CUSTOMS AND PRACTICES

What customs and practices do you observe? Are these practices consistent across team, sites, and shifts? Do they vary when clients are present? Or when executives are present?



Observation 4

VALUES AND BELIEFS

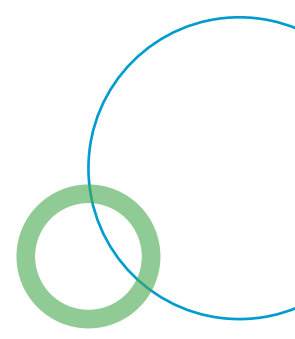
What values and beliefs does the company espouse? Are they documented? Are they followed? Are there informal drivers of performance, or is everything extrinsically motivated?



Observation 5

ARTIFACTS

Which items in the company hold importance? Are there some things that are available to some and not others? What is iconic of the workplace environment?



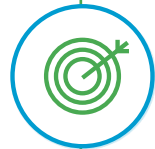


Culture Statements Drafted

VISION



MISSION



VALUES

