

Culture By Design

Identify our Identity

- Who am I / who are we ?
- Why are we here ? (Purpose)
- What do we want to create? (Vision)
- What do we stand for? (Values)
- Who should be on this team ?

Be Authentic to our identity

- Are our Intentions congruent with our identity?
- Are our Priorities congruent with our identity?
- Are our Behaviors congruent with our identity? (Choices)
- Are our habits congruent with our Identity?
- Is our Corporate Character Congruent with our Identity?

Reinforce our identity through consistent communication

- Do we have a common language?
- Do we feel we over communicate?
- Do we have common expectations?
- Do we have meaningful symbols and rituals?

Execute the game plan

- Do we have clear goals?
- Do we execute our Roles & Responsibilities?
- Are our initiatives always relevant to our goals?
- Do we follow agreed upon procedures (Systems/processes)
- Do we manage exceptions?

Replicate leadership - authenticity/essence of the culture

- As leaders, are we in service of others (Internal/External)
- Are we consistent in our priorities
- As leaders, are we predictable?
- Are we putting ourselves out of a job every day?
- Are we empowering others to lead on behalf of our shared purpose?