

The Culture Map ^{Beta}

A Change Management Tool

Use the Culture Map to explore and understand your organization's readiness for change or growth. You can also use the Culture Map to design new incentives and structures that will increase your initiative's chances of success.

Designed for:

Designed by:

Date:

Iteration:

Outcomes

The outcome is the **goal (or problem)** you want to work on.

If a problem (Current state, change is needed):

- What is the outcome we are seeing?
- How do we know it's a problem?

If a goal (Desired state):

- What is the outcome we want?
- How would we know we succeeded??

Behaviour

Behaviors are activities that are **observable**.

- Ask people to share stories about good (or bad) experiences they have had with the culture.
- Look for concrete, tangible examples.

Levers (formal)

Formal levers are **explicit**. They include how people are rewarded and punished, rules, resources and budgets, policies, processes, physical office layout or distribution, and organizational structure.

Levers (informal)

Informal levers are **implicit**. They include unwritten rules, "the way we do things around here," routines and habits, values, beliefs, and politics that may be unconscious or hidden. They are not usually discussed openly, although they may be "open secrets" that everyone knows and discusses in private.