**<COMPANY NAME>:** Our Culture Plan Date Created

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **<Your Category Here>** | | | | | **Solution** |
|  | **<Lowest Range>** | **<Low Range>** | **<Middle Range>** | **<Higher Range>** | **<Highest Range>** | <Indicate the steps, if any, needed to bridge the gap of where you are versus where you wish to be> |
| **Goal** | X |  |  |  |  |
| **Current** |  |  | X |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **<Your Category Here>** | | | | | **Solution** |
|  | **<Lowest Range>** |  | **<Middle Range>** |  | **<Highest Range>** | <Indicate the steps, if any, needed to bridge the gap of where you are versus where you wish to be> |
| **Goal** | X |  |  |  |  |
| **Current** |  |  | X |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **<Your Category Here>** | | | | | **Solution** |
|  | **<Lowest Range>** | **<Low Range>** | **<Middle Range>** | **<Higher Range>** | **<Highest Range>** | <Indicate the steps, if any, needed to bridge the gap of where you are versus where you wish to be> |
| **Goal** | X |  |  |  |  |
| **Current** |  |  | X |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **<Your Category Here>** | | | | | **Solution** |
|  | **<Lowest Range>** | **<Low Range>** | **<Middle Range>** | **<Higher Range>** | **<Highest Range>** | <Indicate the steps, if any, needed to bridge the gap of where you are versus where you wish to be> |
| **Goal** | X |  |  |  |  |
| **Current** |  |  | X |  |  |

**INSTRUCTIONS:**

**Steps to Building Your Culture:**

1. Determine what Categories of Culture are important to you.
2. Copy and paste as many tables as needed for all of your Categories.
3. Create the range - the scale of three to five choices - for that Category from the lowest to highest.
4. Mark where you WANT to be performing.
5. Mark where you are CURRENTLY performing.
6. Where gaps exist between where you are and where you wish to be, indicate what will be required or must be put in place to get to your desired range.

**Example:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Innovation** | | | | | **Solution** |
|  | ***Don’t Fix What Isn’t Broken*** |  | ***Explore Change at Patient Pace*** |  | ***Find A Better Way*** | *Look into an innovation / creative problem solving book or program to put all of our leaders through. Modify hiring process to include innovative thinking from our candidates.* |
| **Goal** |  |  |  | X |  |
| **Current** | X |  |  |  |  |

To help get you started, we’ve recommended a few categories for you below.

**Suggested Categories:**

| Category | Range | |
| --- | --- | --- |
| Bonus & Benefits | Basic, Minimum | Robust Package |
| Employee Recognition | No Big Deal | Celebrations |
| Company Structure | Rigid & Planned | Loose, Adjust As We Go |
| Standards, Rules & Procedures | Heavily Followed | Guidelines |
| Job Descriptions | Rigid & Thorough | Flexible & Sparse |
| Risk Taking | Low Risk | Let’s Try It |
| Vision & Strategy | Wing It As We Go | Long-Term Objectives |
| Goals & Measures | We Note The Obvious | Robust Goal & Measures |
| Attention To Detail | Big Picture Only | Detail Oriented |
| Stability | Status Quo | Focus on Change |
| How Aggressive | Cooperative | Competitive |
| People-Focus Decisions | People As Priority | They Can Deal With It |
| Outcome Orientation | Focus on "How" | Only Results Matter |
| Hiring Process | Basic Process | Robust, Filtering System |
| Decision Making | Only At The Top | Empowered Employees |
| Sense of Humor | Serious Business | To Live Is To Laugh |
| Innovation | Don’t "Fix" What Isn’t Broken | Find A Better Way |
| Honesty & Integrity | Just Don’t Get Caught | It Is The Best Policy |
| Employee Development | We Develop You | You’re On Your Own |
| Adaptive | Fixed In Standard Ways | Turn On A dime |
| Vision & Strategy | Strong, Stated Vision | Kinda Blurry on That |
| Workplace | Crafted Working Environment | An Office Is An Office |
| Values | Clearly Defined | We’re Winging It |
| Camaraderie | Cut-Throat | Fun Place to Work Together |
| Communication | You’ll Get My eMail | Town-Hall Sharing Meetings |
| Caring | Genuine Empathy | Need A Hug? Ask Your Mom. |
| History & Stories | We’re Not A Museum | Curated, Shared Stories |
| Purpose | Here To Make Money | We Go Beyond Selling Products |
| Accountability | Just Do Your Job | We All Have A Stake In The Business |
| Walk-the-Talk | Leaders are Examples | Do What I Say, Not What I Do |
| Customer Focus | Whatever It Takes To Make Them Happy | Just Take Their Money |
| Customer Experience | Get In, Pay, Get Out | Experience Worth Sharing on Facebook |