What is "Culture Mapping?"
(Updated: June 16, 2017)

Culture mapping is a way for a small business owner or an entrepreneur (or a consultant serving one of these business leaders) to assess where their enterprise stands versus the culture they would like to create.

There are many different forms of culture maps, and many different processes that a small business can use to create their own culture map.

The method offered here is original, created specifically for the Micro-Enterprise Credential. Pictured on the next page, this culture map indicates the values most important to the organization . . . "maps" where research indicates the organization's culture stands today, versus where the entrepreneur / business leader wants the culture to be . . . and provides insights into the best next steps the company can take to enhance its culture.

> **Purpose of a Culture Map**
> - Indicate the most important culture values
> - Determine any "gaps" that exist between the current culture and the desired culture
> - Identify opportunities to enhance the company culture

Business leaders can implement this approach to culture mapping in three steps:

1) specify key culture values - using the list provided below *plus any other key culture values you think is important,* determine the five culture values you believe are the most critical to achieving your organizational vision:

2) assign rankings for each culture value - using research and "gut feel," develop a ranking of where you believe the organization stands *now* in terms of exhibiting that culture value;

3) develop action steps to address culture gaps - culture gaps are the area between top rankings on each culture value and the company's assigned rank. *Leaders and their advisors should review the map . . . examine the culture gaps . . . and develop a series of next steps the organization can use to enhance the company culture.*

Culture Value	Definition
Adaptive	Able to adjust nimbly to changes in the marketplace, evolving technologies or emerging customer needs
Caring	Nurturing to employees and stakeholders, focused on giving employees support and purpose
Collaborative	Emphasizing teamwork, seeking opportunities for team members to work together to achieve business priorities
Communicate	Relentless employee communication, frequent updates on emerging issues and company performance
Experimental	Seeking opportunities to try new things, a fearless curiosity that emphasizes innovation over efficiency
Flexible	A willingness to explore, reacting to emerging opportunities in new ways that seem appropriate at the time
Fun	Focusing on employee enjoyment and fulfillment, emphasizing ways work can create joy and laughter
Innovative	Drive to stay on the cutting edge, a focus on how technology and new processes can keep the organization in front
Inspirational	Appealing to a higher cause, finding ways that work can address spiritual and emotional priorities
Passionate	Deep association between work and personal fulfillment, a deep-seated dedication to organizational success
Persistent	Unwillingness to give up even under stress, a bulldog-like determination to overcome any obstacle
Resilient	Ability to overcome adversity and stay focused on company goals, refusal to respond negatively in any situation

BRAC

JUMP START

Blank Culture Map

Company Name	
Company Vision	

Ratings (listed in priority order)											
Weakness	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**Strength**
Value #1											
Value #2											
Value #3											
Value #4											
Value #5											
Gaps											
Action Steps											

Create ratings based on a combination of research and "gut feel."
- Fill cells with green if the rating is 7 - 10.
- Fill cells with yellow if the rating is 4 - 6.
- Fill cells with red if rating is 1 - 3.

The uncolored / red areas are the "culture gap" that should be addressed.

Sample Culture Map

Company Name	**The Revere Group**
Company Vision	*Revolutionize emergency response through phone apps that issue danger alerts, coordinate emergency response teams and keep families safe*

Ratings (listed in priority order)											
Weakness	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**Strength**
Innovative	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩			
Experimental	🟨	🟨	🟨	🟨	🟨	🟨					
Collaborative	🟨	🟨	🟨	🟨	🟨						
Inspirational	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	
Resilient	🟥	🟥	🟥								
Gaps	We have a great track record of creating innovative apps, and our team members believe our business success will save communities and lives. Our gaps: a) our team members could work together more effectively; b) we could show more positive spirit when we don't have initial successes										
Action Steps	1) Weekly technology evolution meetings (more experimental, collaborative); 2) "Failure Parties" (show that we won't be discouraged)										