

Culture Mapping Exercises

(Updated: June 16, 2017)

Discussion Questions

Please be prepared to provide written responses and/or discuss the following questions:

- 1) Which of Colin Powell's 13 life rules is your favorite? What does it mean to you? How would it influence an organization's culture?
- 2) Which is your favorite company culture element from the table below? What does it mean to you? How would it influence an organization's 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

Role Play 1

Using one of these scenarios - *or a company / scenario created by class members* - to complete a culture map.

Scenario 1: Fashion Forward Salon - you operate a unisex salon offering the latest in fashion to men and women, with an accent on the newest styles available. Your stylists are also very active in the community, holding school-based and community-based fund raisers for a variety of causes. You hold regular fashion shows featuring local celebrities who are also your customers / mentors. You face very tough competition, but believe you have great team members who are dedicated to making your enterprise a success.

Scenario 2: Tricked Up Auto Parts - you've opened an auto parts store that focuses on pick-up trucks. You offer the latest technology and gear that make pick-up trucks look great. You offer owners special advice to work on their trucks. You hold regular "best truck" competitions with prizes in your parking lot. Your store lets customers order online with store pick-up. You also have alliances with local service shops to refer customers to each other.

Scenario 3: Student Start-up Apps - you've launched a new venture that will help student entrepreneurs. You hope to provide student-entrepreneurs with a variety of helpful resources, including: a) business plan templates; b) access to industry mentors; c) access to low-cost financing; d) access to peer support groups; and other features you and your team members are now envisioning. Your funders are local investors who want you to help build employment among local young adults while earning a very high return on their investment.



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											