

Strategic Culture Plan

This guide will show you how to create a strategic culture plan for your organization to help drive workforce engagement and team performance. Take it, run with it, make it your own.

Section 1

Our Driving Story.

What is our organization's story? Why are we in business, why do we do what we do? When people show up every day at work, what are they contributing to? Where are we headed as an organization?

If everyone in the organization is holding an oar, this is why they row and what we are rowing towards.

Section 2

Our Values.

What are the ideals that drive our behavior?

Use action words. Integrity is a noun, which is fine, but also find the actions and verbs. If we say integrity, answer the question of how do we execute integrity? Get specific and clear. What 5 actions exemplify integrity? These are our ground rules. This is a guide to how we behave not merely what we believe.

"To believe in a thing is not to do a thing. To do a thing is to prove that you believe in it."

- Galen Emanuele, President of Shift Yes

Section 3

How It Feels To Be Here.

Define the experience of our people operating inside this culture. What 5 adjectives accurately describe what it feels like to part of the team? What will employees tell their friends and family about how it feels to work here?

Section 4

Traditions.

Identify what systems, extra steps, and traditions we will implement to support the success and execution of the plan.

This can include hiring practices (be specific about hiring), company events, reward and recognition programs, the way we start meetings, slapping the exit sign on your way out the door, and whatever else you can dream up.

Section 5

What Success Looks Like.

This section details what things look like throughout the organization when we are successfully living our culture. Define the results.

Section 6

How We Measure Our Success.

This section identifies the metrics we use to gauge how successful we are at implementing our culture plan. How do we rate ourselves? How often do we revisit?

This could include employee surveys, exit interviews, productivity metrics, tracking turnover, conducting interviews to gather data, implementing focus groups, tracking customer experience and feedback.

Section 7

Accountability.

What is our commitment as a team, what do we expect of ourselves and each other? Who holds the cards, and how do we hold each other accountable to live this culture? What language and processes do we use to address it when we need to and call each other on the carpet? What are the repercussions for outliers who behave out of alignment with our values and ground rules?

Section 8

The Beating Heart: Name it, boil it down into one sentence.

Now that we have done all of the work to identify and define our culture, this captures the heart of it. Do we have a name for it? What is the essence of our culture in one sentence or idea?

This is how we brand and sum up our culture internally and to anyone outside of the organization. It answers the question of how we intentionally show up together.