

# Appendix B: Current Company Culture Assessment

**Purpose:** The purpose of this assessment is to describe your company's culture as it is today. Completing this assessment will answer two questions:

1. What are the values, goals and norms that drive your company?
2. For each item you list, would it be observable by someone new to the company or by a first-time customer?

## **Definitions:**

*Values:* The important and lasting beliefs shared by the members of an organization about what is good and desirable.

Examples: accountability, attention to detail, confidence, compassion, diligence, drive, flexibility, having a positive attitude, honesty, inclusion, innovation, integrity, profitability, respect, reliability, sustainability, teamwork

*Goals:* The measurable or observable desired results of an organization's efforts.

*Norms:* Informal guidelines about what is considered normal behavior in an organization based on collective expectations between members.

**Recommendations:** Ask other people to complete this exercise. This may include people from a variety of levels and functions in your organization, your senior management team, key company leaders, a selection of employees and your key customers. Consider creating a committee with representatives from across the organization. If you only have a handful of employees, include them all.

Send them a blank copy of the assessment and ask them to fill it out.

**Next Steps:** As you and your committee review the collective results of this assessment, answer these questions:

- What do you observe?
- What are the consistencies across the completed assessments?
- What are the differences across the completed assessments?
- Do you like what you see?

Where answers are consistent, you have well-established elements of your company culture. Where there are different or conflicting answers, you will need to more clearly define your desired values, goals and norms for your organization.

Refer to the Culture Is The Glue section of this playbook for a sample assessment and guidance on next steps.

| <b>Aspects Of Culture</b> | <b>Current</b> | <b>Observable?</b> |
|---------------------------|----------------|--------------------|
| Values                    |                |                    |
| Goals                     |                |                    |
| Norms                     |                |                    |