# How to assess your organization's Culture

Rule No. 1 ®

# Hi there!

This tool will help you assess your organization's culture and how well it helps you bring your Purpose and Values to life.

At Rule No. 1, we do not believe there's any such thing as a "good" or "bad" culture. Culture is, simply, a tool to foster the behaviors that bring your Purpose and Values to life. So we think of them as either effective or ineffective, not good or bad.

Therefore, this tool is useless if your organization has not already defined your Purpose and Values. If that's the case, click here to access our tool that will help you identify and articulate your organization's Purpose.

If your organization has already defined Purpose and Values, then you're in the right place!

# You'll go through 5 steps as you use this tool

## 1
**Learn about culture**

Page 4

## 2
**Take the survey**

Complete this step on our website

## 3
**Interpret the results**

Complete this step on our website

## 4
**Prioritize action**

Complete this step on our website

## 5
**Get some feedback**

Complete this step on our website

# What is Culture?

# Culture is the environment you create through everything you do.

Shapes the bigger context of people's professional life

Affects people —personally and directly

Shapes the way people do their daily work

- Sense of purpose
- Symbols
- Rituals
- Workspace
- Comms
- Org Structure
- Metrics & Analytics
- Process & Policy
- Training & Tools
- Life Conditions
- Leader Behavior
- Rewards & Recog
- Perf Mgmt
- Job Design
- Employee Selection
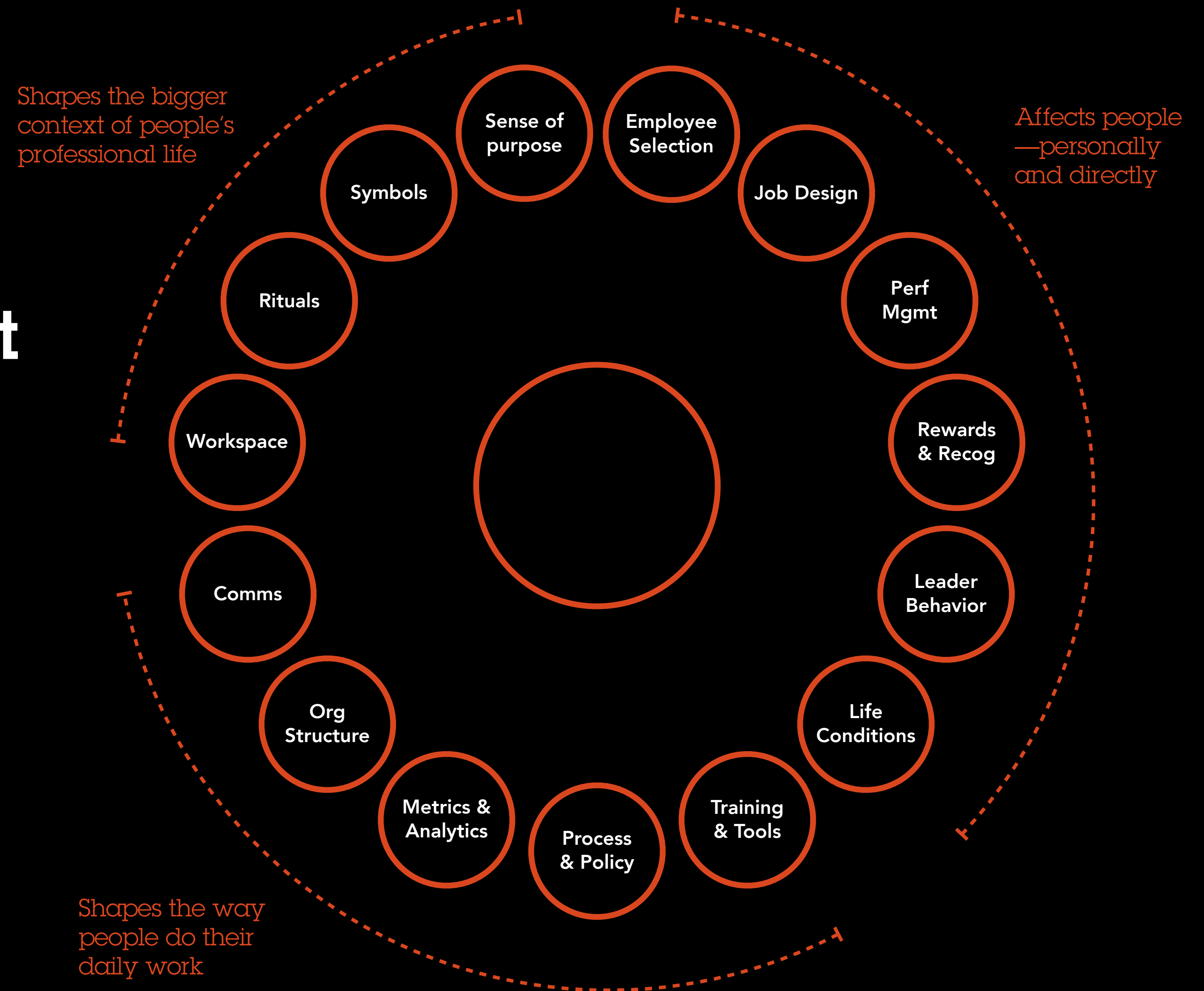
## Affects people—personally and directly

**Employee Selection**
How people are chosen to join
the company or are slotted into
teams and roles

**Job Design**
The way peoples' roles draw upon
and enhance their talents

**Performance Management**
The system by which we evaluate
performance and hold people accountable

**Rewards & Recognition**
What people are rewarded
or recognized for and how

**Leader Behavior**
The way managers behave

**Life Conditions**
The conditions employees experience
outside of work and how that affects their
life at work

## Shapes the way people do their daily work

**Training & Tools**
How we equip people to do their job

**Process & Policy**
Our formal and informal
methods of work

**Metrics & Analytics**
What we measure and how

**Organization Structure**
The formal structure of our organization

**Communications**
The way we communicate as an
organization—at all levels

## Shapes the bigger context of people's professional life

**Workspace**
The design of our physical
and virtual spaces

**Rituals**
The unique and meaningful ways of doing
things that bond us as a group

**Symbols**
The symbols we maintain and share
to reinforce our unique identity

**Sense of Purpose**
The connection people have
to what the company stands
for and where it is headed

You cannot design a culture if you don't know what you're designing it for.

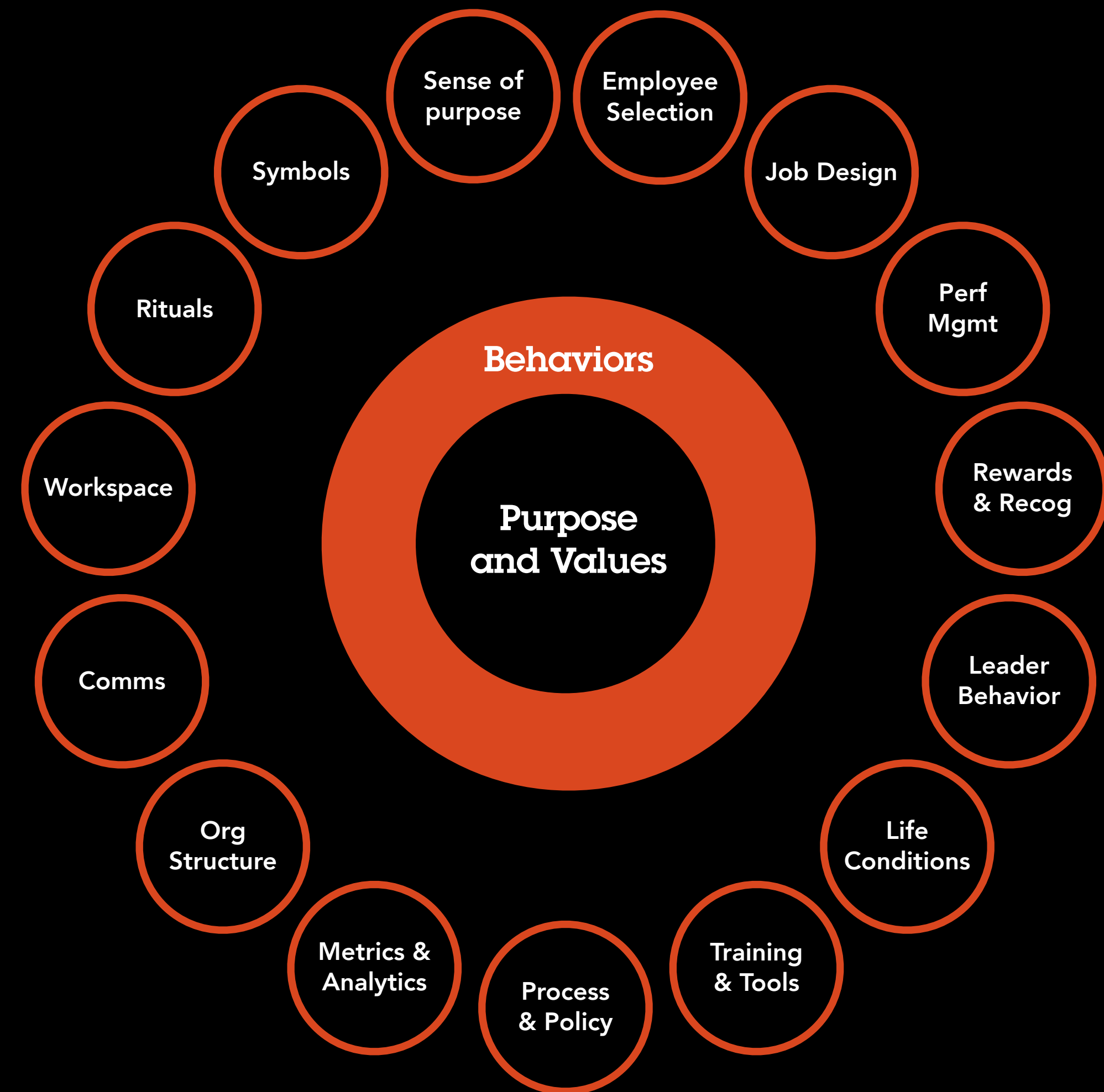Sense of purpose

Employee Selection

Symbols

Job Design

Rituals

Perf Mgmt

Workspace

?

Rewards & Recog

Comms

Leader Behavior

Org Structure

Life Conditions

Metrics & Analytics

Process & Policy

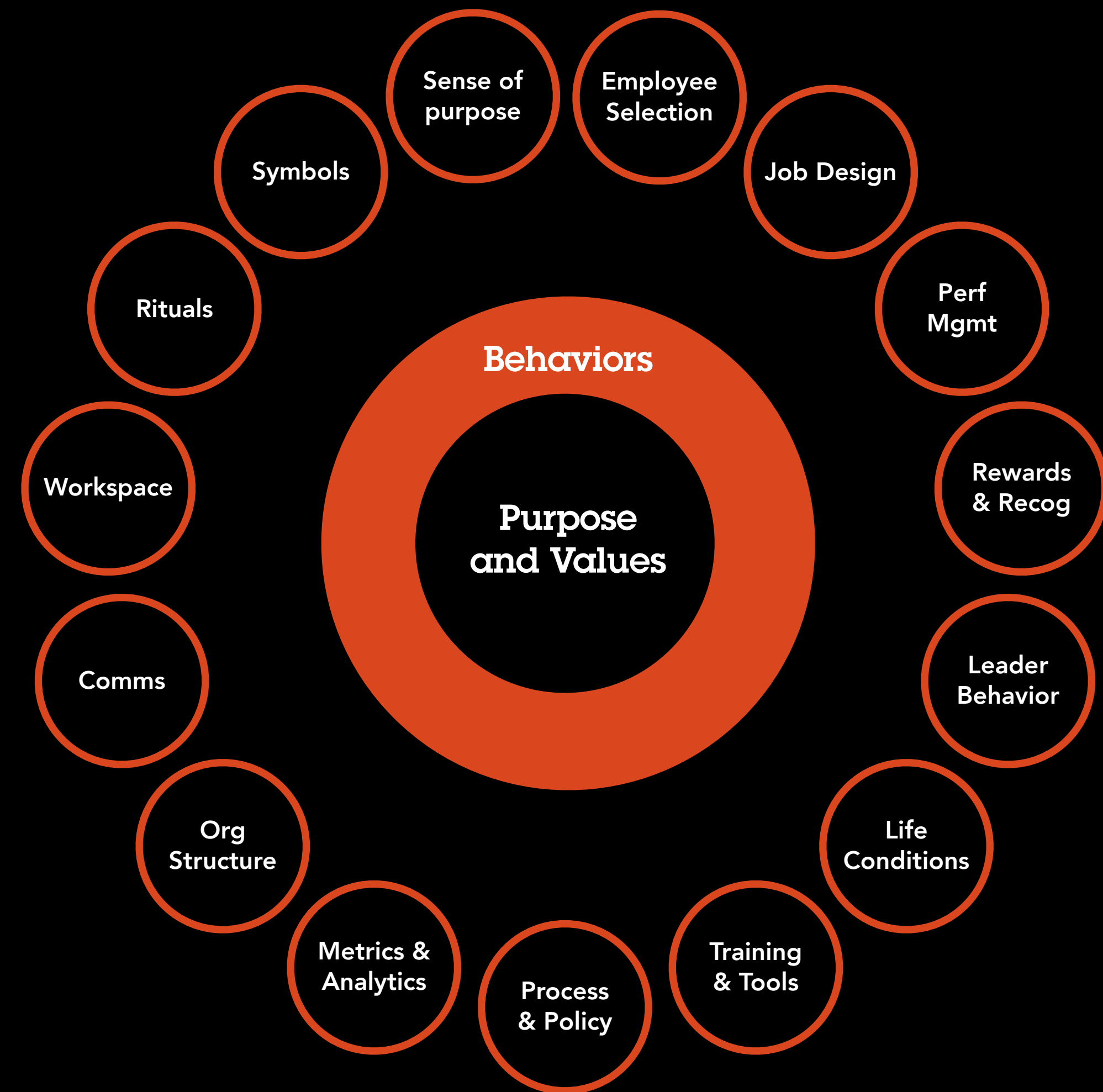Training & Tools

# So what should you design culture for?

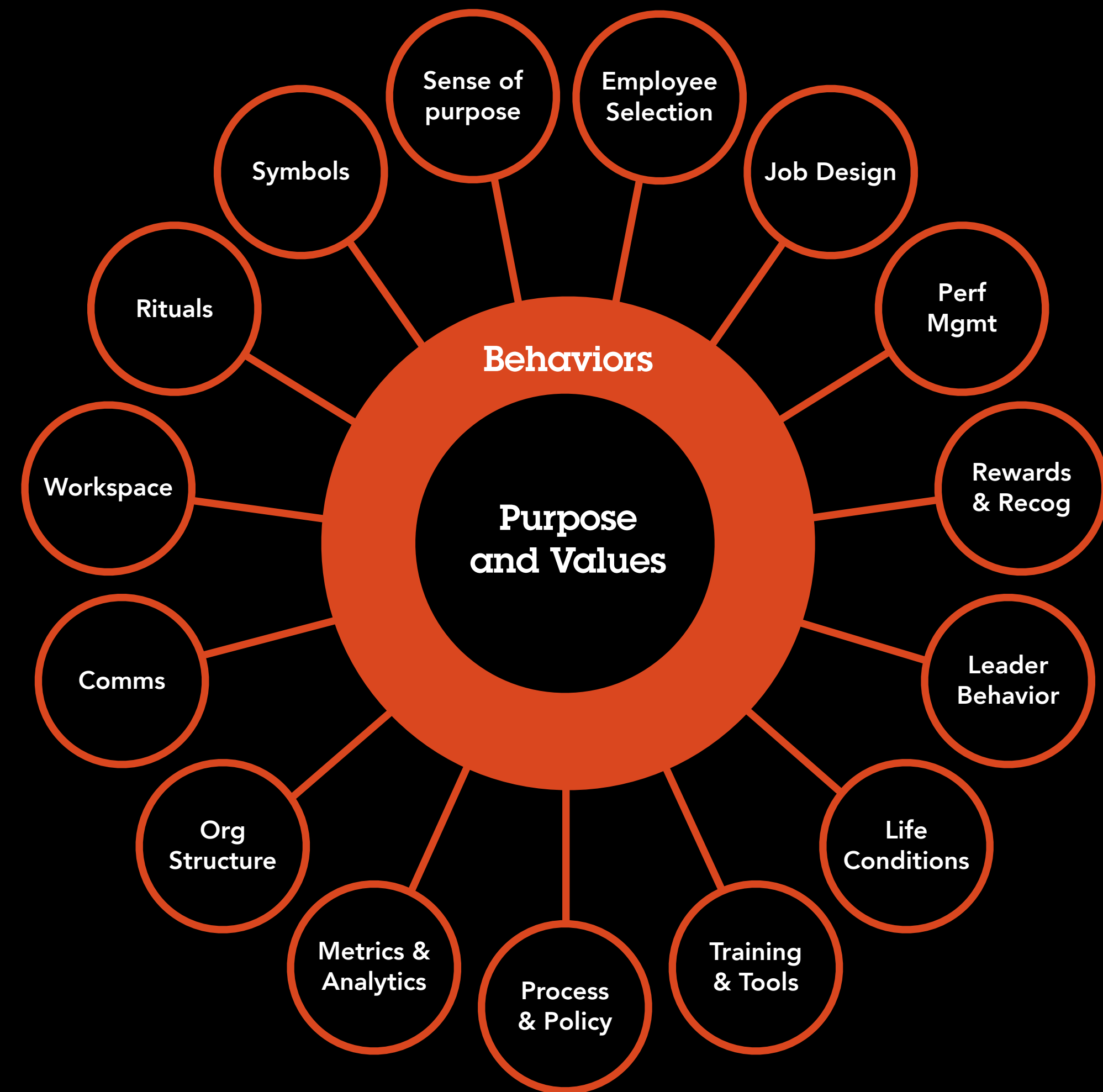At Rule No. 1, we believe culture must be designed around your Purpose and Values.
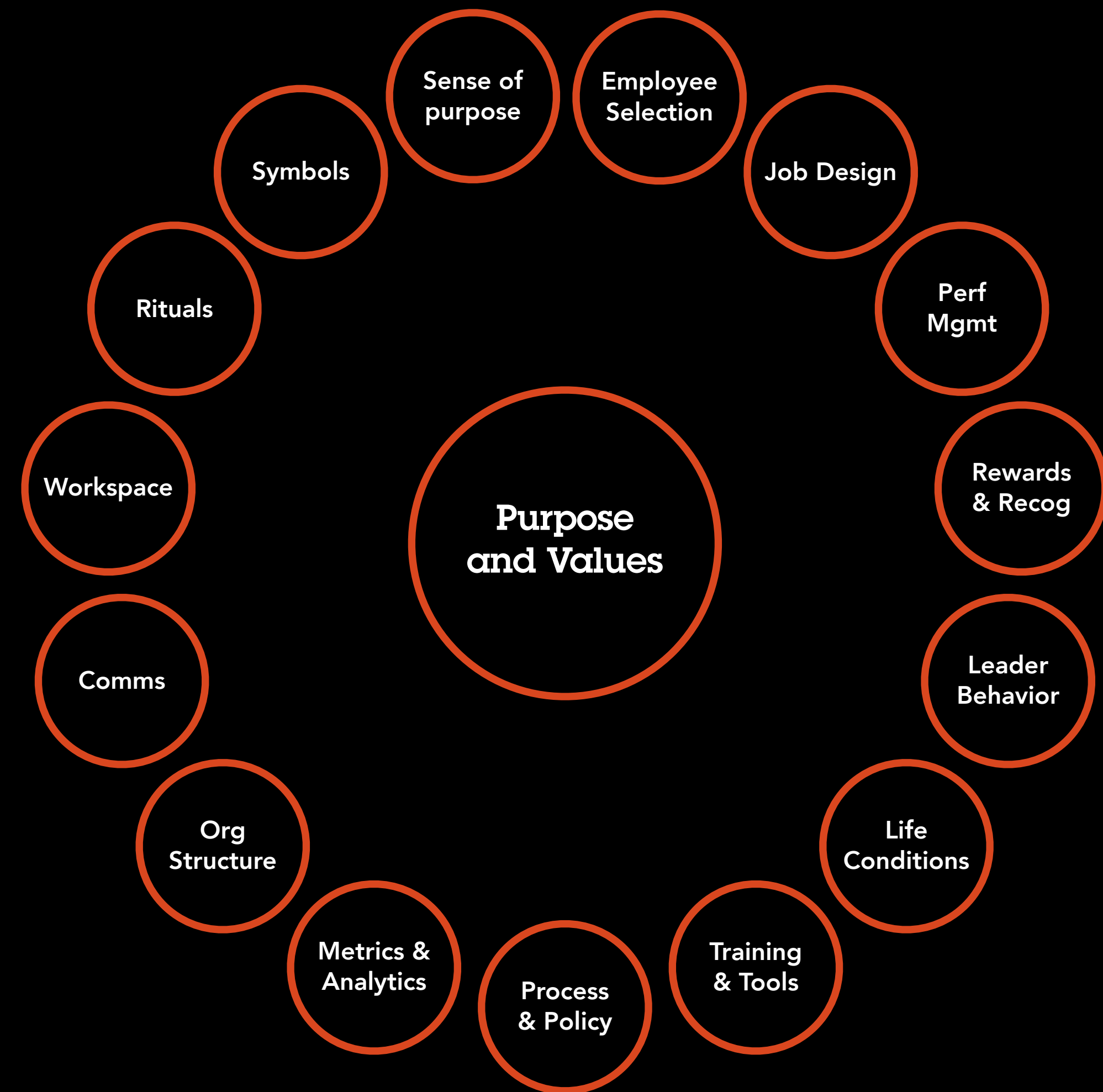
# Ultimately, it's all about behavior.

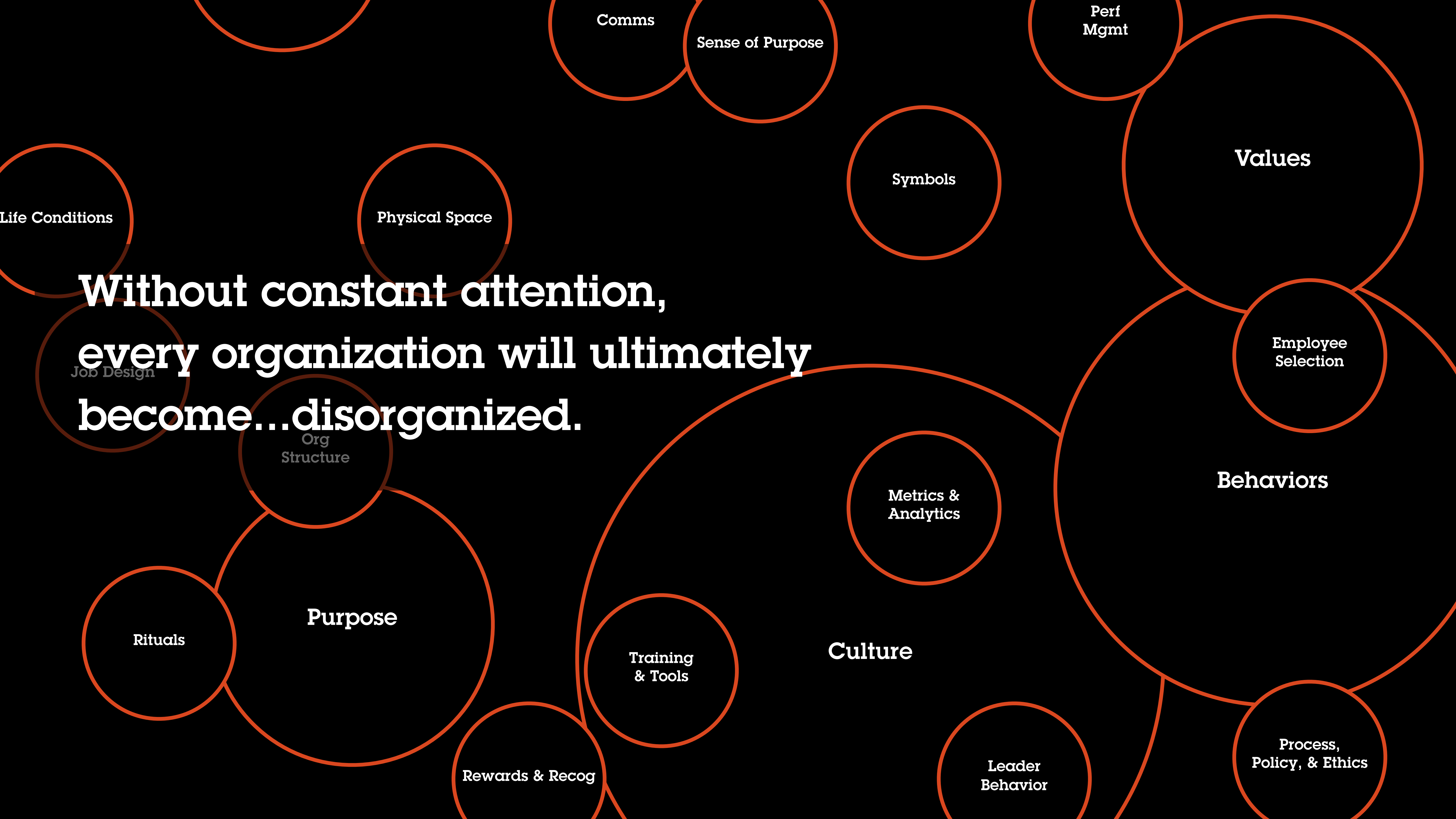# Culture makes the right behaviors easy and the wrong behaviors hard.

In great companies, culture works as an integrated system.

Comms

Sense of Purpose

Perf Mgmt

Values

Symbols

Life Conditions

Physical Space

Employee Selection

Without constant attention, every organization will ultimately become…disorganized.

Job Design

Org Structure

Behaviors

Metrics & Analytics

Purpose

Culture

Rituals

Training & Tools

Leader Behavior

Process, Policy, & Ethics

Rewards & Recog

If your culture is out of alignment, it's time to identify which aspects are not fully reflecting your Purpose and Values, and then take action to bring them back into alignment.

Your Purpose and Values

Behaviors
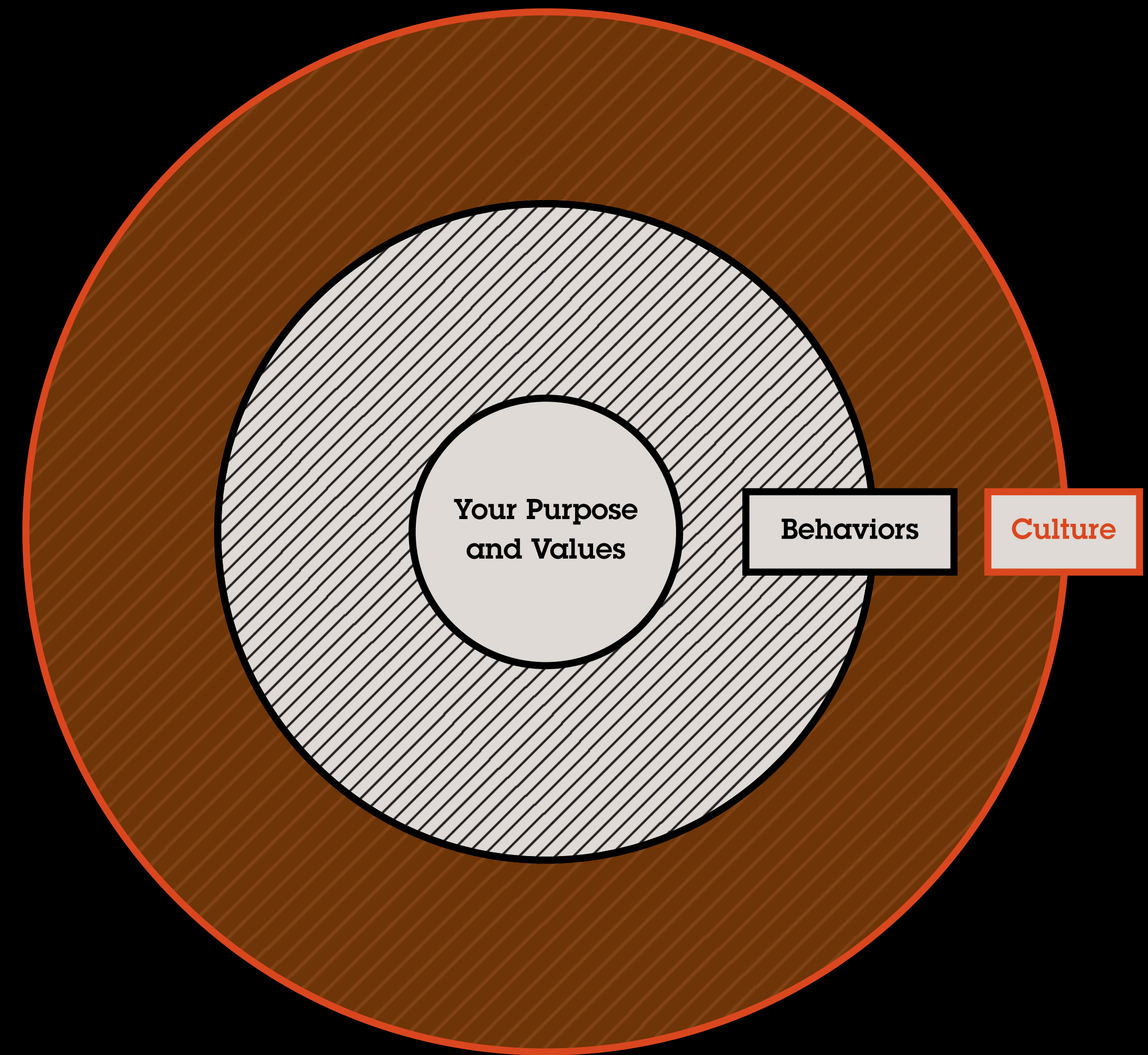
Culture

Though Brand is not the topic of this tool, once your Purpose and Values are firmly embedded in your Culture, you'll be able to engage your external audiences with a powerfully-compelling brand.

If you think your Brand might need some work, click here for our Brand assessment tool.

Your Purpose and Values

Behaviors

Culture

Brand

# 1
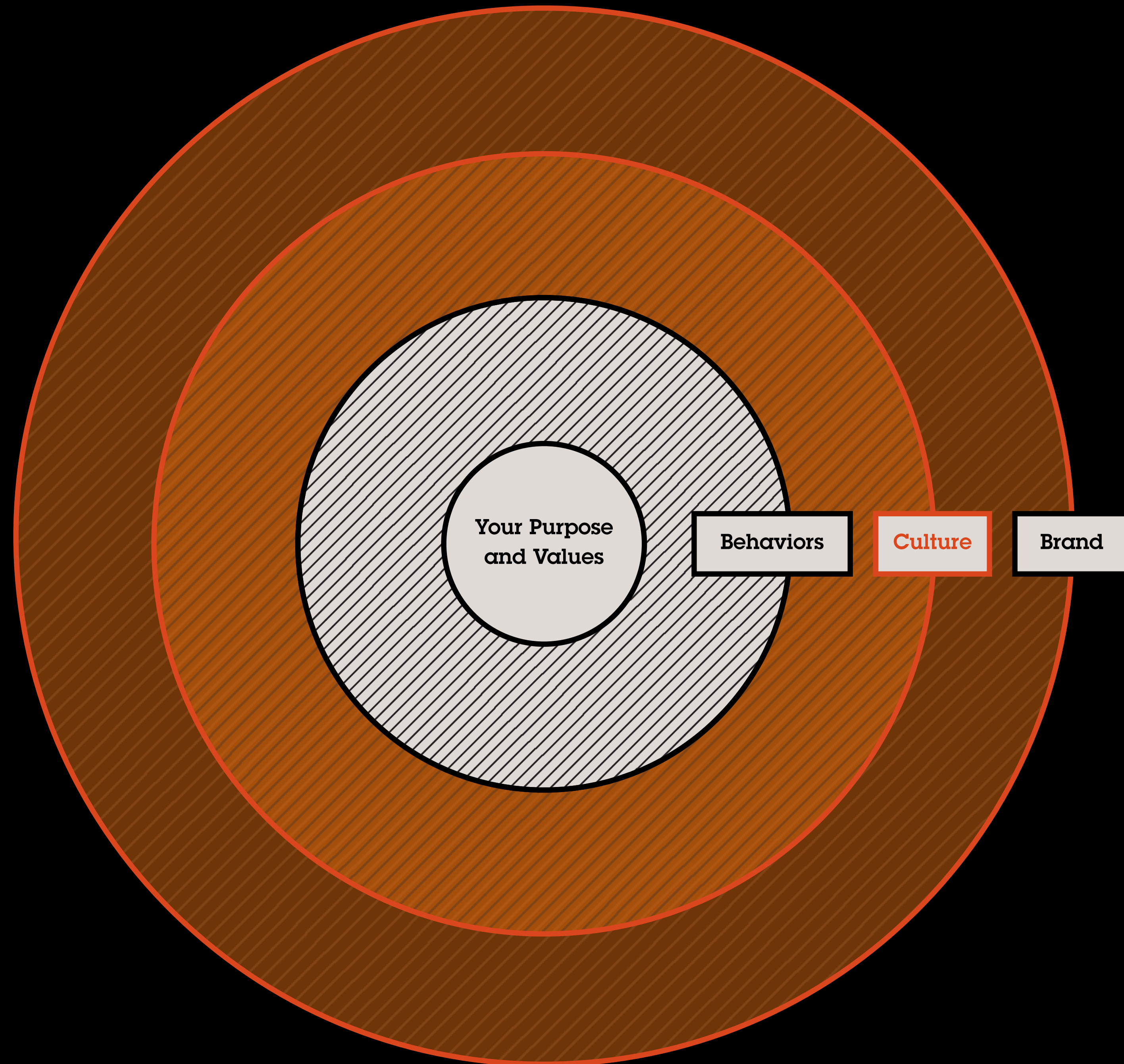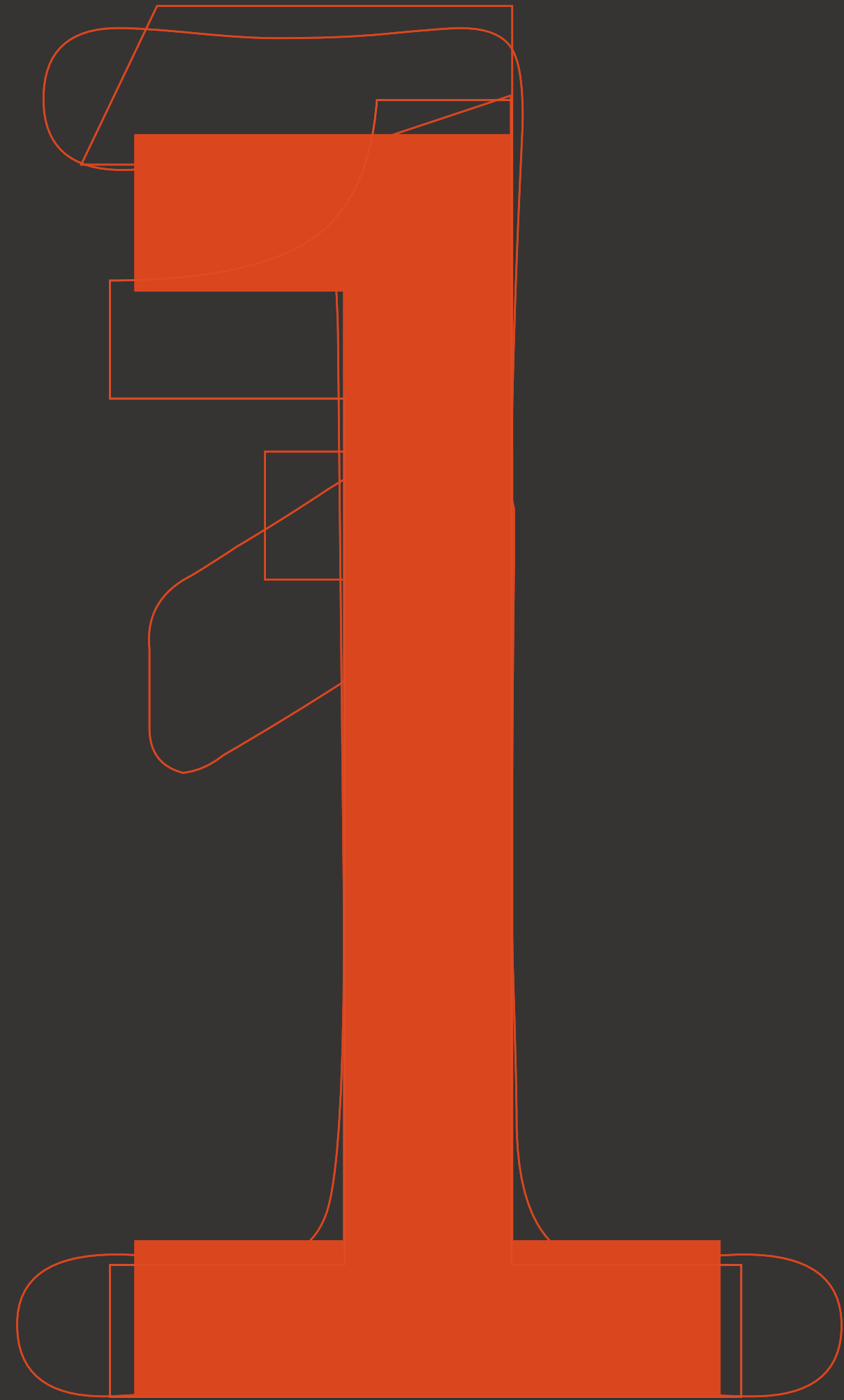
"Whatever you are,
be a good one."

– Abraham Lincoln

Complete the rest of the steps on our <u>website</u>.

Rule No. 1®

# That's it!

We hope you found this helpful. If you need help designing your Culture, we'd love to chat. Send a note to: adam@ruleno1.co

**1R** Rule No. 1®