

CULTURE CARDS



CULTURESTRATEGYFIT®

OVERVIEW

CULTURE-STRATEGY FIT® Culture Cards are used as a tool to facilitate meaningful conversations about organizational culture. Each card identifies an attribute from the **CULTURE-STRATEGY FIT® Culture Model** which reflects norms of behavior, practices and beliefs that create a high performance culture or which may be aligned with strategy.

The cards provide a simple yet powerful way to develop a shared understanding of the assumptions, beliefs, behaviors, practices and values that are the foundation of culture. The most common applications are to better understand the organization's **current culture** and define the **future culture** required to execute strategy and fulfill goals.

The **Culture Cards Leader's Guide** provides instructions to help you get the

most out of these conversations using a **3 to 5 hour working session** designed for groups of up to **20 people**. They can also be used with larger groups (they have been used with groups of over 100 people) by making some minor modifications. The highly interactive design engages people in the dialogue and critical reflection required for shared understanding of the **current or future state culture**.

The session begins with a brief introduction to the **concept of organizational culture** and quickly shifts to an activity where people are asked to **sort the Culture Cards** based on their relevance or importance. The **CULTURE-STRATEGY FIT® Culture Model** is used to pull the card sort results into a cohesive whole. This anchors the ensuing conversations about **visible and hidden cultural attributes and their implications** for strategy execution. Also included in the current culture workshop is an optional approach for conducting a reality check.

By the end of the session, culture has been described in a **safe way**, assumptions and beliefs underpinning it have been explored and the group has created a **detailed description of current or future-state culture**.

If you don't understand the culture of the company, even your most brilliant strategies will fail. Your vision will be resisted, plans won't get executed properly, and all kinds of things will start going wrong.



Isadore Sharp, Founder & Chairman, Four Seasons Hotels

WHAT'S INCLUDED

- Pack of CULTURE-STRATEGY FIT® Culture Cards; option to purchase more
- Culture Cards Leader's Guide
- Workshop Presentation in MSPowerpoint
- Culture Card Handout

THE CONCEPT

Each of the **Culture Cards** describes a cultural practice, behavior or attribute that is relevant to different **organizational contexts**. Using the cards ensures that organization members have a **common framework and language** that significantly contributes to the development of a **shared understanding** of the culture the organization has and/or needs for the future.

WHEN TO USE THE CULTURE CARDS

The **Culture Cards** have been used as part of strategic planning initiatives, business transformation projects, strategic change implementations (i.e. new business models, spin-offs), merger and acquisition integration planning, leadership development workshops, team effectiveness initiatives, executive retreats, and vendor and supplier partnerships.

HOW TO USE THE CULTURE CARDS

The **Culture Cards Leader's Guide** provides instructions for facilitating **meaningful conversations** about the **current or future state culture** as part of a workshop or team meeting. You can use the Culture Cards activities for both conversations, however we also recommend using one of our other tools such as the **CULTURE-STRATEGY FIT® Culture Safari** in combination with the **Culture Cards** to make it even more engaging for participants. The **Culture Cards** can be used in small group sessions, larger workshops or as part of a large group process such as a World Café.



CULTURE CARD CONVERSATION STARTERS

The **Culture Cards** can be used to answer a wide range of questions. The **Leader's Guide** is designed for the first three of the following list of questions. You can easily tailor the **Culture Cards PPT Presentation** that accompanies this guide to hold other meaningful conversations by asking questions such as:

- What is our current culture?
- What is the culture we need to successfully execute our strategy and achieve our goals?
- How is our current culture supporting or getting in the way of executing our strategy?
- What aspects of our culture need to be strengthened for us to become more innovative (or customer focused or patient-centric etc.)?
- We are embarking on a major change initiative. How is our current culture going to support or get in the way of a) implementing the change, b) maximizing the benefits from the change, and c) sustaining the change for the long-term?
- What are the similarities and differences (synergies and tensions) in the cultures of combining or partnering organizations?

FAST FACTS

- Number of participants: 3 or more
- 25 **Culture Cards** in a pack
- Each **Leader's Guide** includes one set of **Culture Cards**. Additional packs of the cards can be purchased.
- Facilitators can opt to exclude cards that are not suitable for specific contexts. For example, Healthcare organizations may use the Patient Centric versus Customer Experience card.
- Logistics: One large room with tables and chairs that allow people to work in teams of 3 to 5 people.
- Plenty of wall space is required to post flip charts.
- Length of modules: 3 to 5 hours depending on the sections selected for inclusion

MATERIALS & PRICING

Leader's Guide with one set of CULTURE-STRATEGY FIT® **Culture Cards** \$175

*Receive your **Leader's Guide** upon payment via e-mail. Your **Culture Card** package will be shipped to you*

1 deck of **Culture Cards** \$ 95

Set of 3 decks of **Culture Cards** \$275

Fees include shipping and customs within Canada/US. Non-mainland US and international orders have additional shipping and other fees. Fees do not include taxes where applicable.

CONTACT US
905-887-8783
1-844-CUL-WINS
winthegame@culturestrategyfit.com
culturestrategyfit.com