



CULTURESTRATEGYFIT®

EXPLORE YOUR CULTURE

Using photographs is a **high engagement approach** for opening-up conversations about **current culture** and/or describing the **future culture** needed to deliver strategy, business transformation or M&A integration. This tool encourages groups to listen to each other's perspectives and explore values, beliefs and behaviors together.

The **CULTURE-STRATEGY FIT® Culture Images** is a set of 20 carefully selected photographs that can be used to elicit powerful kinds of conversations about organization culture. It includes a print-ready PDF of the photographs and a **Culture Images Activity Guide** that provides sample ideas about when and how to use these as part of culture work.

WHEN TO USE THEM

Use these photographs with groups when you want to:

- Introduce the topic of organization culture
- Provide a forum for discussing current culture
- Engage stakeholders in describing the future culture
- Understand how different groups experience the culture
- Reinforce the role each leader and team plays in shaping culture
- Start to build collective passion for culture change

Use these pictures to open-up conversations:

- As an activity for leadership or team development
- As culture SWOT analysis during strategy development
- As a change readiness assessment
- As an integration activity during M&A
- As a group feedback tool



PRICING

20 ready to print **CULTURE-STRATEGY FIT® Culture Images and Activity Guide** \$75 USD

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