



CULTURESTRATEGYFIT®

IDENTIFYING CURRENT AND FUTURE CULTURE

When we go on a safari our observation becomes acute. We watch, we reflect and we consider the way the environment is operating.

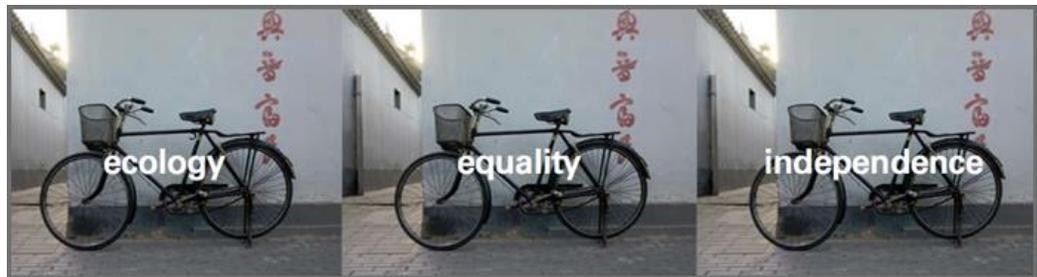
Just like a safari in the bush, a **CULTURE-STRATEGY FIT® Culture Safari** is an opportunity to engage organizational members in **observing their own experience, reflecting on it and considering the way that beliefs, behaviors and practices are operating** in the work environment.

The **Culture Safari** method can be used in workshops, focus groups and leadership sessions. It is a **fast-paced approach** for engaging leaders and organization members in sharing perspectives and experiences of the **current culture** and the way it operates and, as well, the **future culture** needed to deliver strategy and goals.

The **Culture Safari Leader's Guide** will provide you with the information needed to facilitate this as a Current Culture or a Future Culture Workshop.

THE CONCEPT

While the outside observer cannot accurately interpret the meaning captured in an image of a bicycle, an organization's members can quickly articulate its cultural meaning and significance.



The **Culture Safari** invites participants to use pictures to safely explore the shared beliefs and assumptions that influence the way things get done in their organization.

By observing their surroundings and reflecting on what they see (and don't see), heightened awareness of their organization's culture and its subcultures is achieved and with this a deeper understanding of the ways that they, as leaders and members, shape the culture around them.

THE CULTURE SAFARI

Imagine an activity where participants go on a **photographic safari** of their workplace searching for images that, in their view, best capture their organization's current culture or the culture the organization needs to achieve its goals.

They bring these images to a workshop where they are merged with the photographs of the other participants to create a **culture collage**. The culture collage is used to explore **similarities and differences** in members' experiences and perspectives.

The end result is a **visual and written representation** of an organization or group's current culture that can be used as a means to **explore its strengths and the way it operates as well as the desired culture**.

It can be used to introduce key concepts such as the levels of culture, the role of subcultures, the relationship between culture and performance and the difference between national and organizational culture.



FAST FACTS

- Group size: 5+
- Pre-work assignment: Participants take photos of objects and other artifacts from their workplace that they believe capture the current and/or future culture.
- Rule: No people in the pictures.
- Format: Focus group or workshop
- Materials: Include MS PPT presentation and a detailed and descriptive 55 page Leader's Guide.
- Length of activity:
 - Module 1 Current Culture – 2 hours (can be shortened to 1 hour 30 minutes in Leadership Development applications)
 - Module 2 Future Culture – 2 hours 15 minutes (can be shortened to 1 hour 15 minutes in Leadership Development Applications)

OBJECTIVES

Current Culture workshop (Module 1)

- Develop a shared language and understanding of the culture within an organization, business unit, department/function or team
- Discover the underlying beliefs and assumptions that are shaping culture
- Explore subcultures and understand their role and significance in organizations
- Begin to explore the relationship between culture and performance

Future Culture workshop (Module 2)

Current Culture Workshop (Module 1) objectives plus.....

- Create a shared vision of the culture the organization needs for the future
- Delve into the role of culture in executing strategy, achieving high performance and fulfilling an organization's purpose
- Examine the ways that leaders shape and change culture

WHEN TO USE IT

There are many applications for using a **Culture Safari** from focus groups to division meetings to leadership development programs. Use it...

- When it is important to describe the perspectives and experiences of the **current culture** and/or gain **readiness for culture change** – Use it to identify the strengths in the current culture and the way culture operates to support and/or impede strategy and goals. Gaps and areas of vulnerability are raised.
- When it is important to identify the effect that the current culture has on the organization's ability to **execute strategy** and achieve its goals – A current and future culture collage can be used to identify the strengths in the current culture that need to be protected and can be leveraged.
- When it's important to be aware of **sub-culture differences** such as national, functional, professional, or generational differences.
- As part of a **leadership development initiative** that has identified the importance of helping leaders know more about how they are, and can more intentionally influence culture – A powerful precursor to receiving culture survey or 360° feedback.
- As part of integration activities for a **merger or acquisition** – Reveal similarities and differences in culture important to recognize when planning for integration.
- In the definition phase of a **business transformation** initiative or **large-scale project** – Identify the ways that the initiative or project is aligned and/or in conflict with the current culture.
- When a **safe way of talking about group norms** of behavior is needed – Provide a language and process that helps groups address problems with team effectiveness or cross-team and inter-disciplinary collaboration.



PRICING

Licensed PDF **CULTURE-STRATEGY FIT® Leader's Guide** and
MS PowerPoint Presentation emailed to you for your use.

\$175 USD

Let's go on a Culture Safari!

