



CULTURE STRATEGY FIT®

MINDFUL EXPLORATION OF CULTURE

Imagine taking people on a **photographic safari** of their workplace. When we go on a safari our senses become more acute. We mindfully experience, observe and reflect on what is happening in the world around us.

Much like a bush safari, a CULTURE-STRATEGY FIT® **Culture Safari** engages people in a mindful exploration of culture by capturing moments and images that, in their view, best reflect their organization's current culture or the culture the organization needs to achieve its goals. These captured moments are merged to create a **culture collage** that opens the door to meaningful conversations about shared values, underlying assumptions and beliefs...the foundation of culture.

The result is a memorable **visual and written representation** of an organization or group's culture that can be used to **explore culture strengths and identify the changes required for the future.**

THE CONCEPT

While it is difficult for the outside observer to accurately interpret the meaning captured in a bicycle or other artefact, an organization's members can quickly articulate its cultural meaning and significance.



The Culture Safari invites people to use captured moments to safely explore the shared values, 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.

WHEN TO USE THE CULTURE SAFARI

The Culture Safari can be used in workshops, focus groups and leadership sessions. It is a fast-paced approach that engages people in sharing perspectives and experiences of the current culture and/or the future culture needed to deliver strategy and goals. 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.
- 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 as well as the changes that are required.
- 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 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 behavior norms** is needed – Provide a language and process that helps groups address problems with team effectiveness or cross-team and inter-disciplinary collaboration.



Leaders who understand the importance of the intangible elements contributing to workplace culture become sensitive to what makes their organization truly special. That is how they define core values and beliefs that are unique, simple, leader-led, repetitive, and embedded - transforming themselves from good to exceptional.

Punit Renjen, CEO Deloitte

THE CULTURE SAFARI WORKSHOP

The **Culture Safari** is a workshop with a prework assignment, MS PowerPoint presentation and detailed 63-page Leader's Guide. It provides everything you need to create a memorable experience while guiding people in an exploration of their organization's current and/or future culture.

The Culture Safari can be used for both a current and future culture conversation, however consider using one of our other tools such as the CULTURE-STRATEGY FIT® **Culture Cards** or **Culture Images** in combination with the Culture Safari to make it even more engaging for participants. The Culture Safari can be used in small group sessions, larger workshops or as part of a large group process such as a World Café.



OVERVIEW

The **Culture Safari Workshop** is split into two modules: current culture and future culture. You select the module/s that best meet your objectives. The workshop begins with a brief introduction to the **concept of organizational culture** and quickly shifts to an activity where people are asked to **make sense of the images in the culture collage**. The ensuing conversations delve into values, assumptions and beliefs...the foundation of culture...and their implications for performance, strategy execution and goals.

The workshop provides an effective way 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. An optional teach and activity that explores the role of leaders in shaping and changing culture is included.

A typical workshop takes **2 to 4 hours** and is designed for groups of **5 or more people**. The Culture Safari 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 to **understand, shape and change culture**.

FAST FACTS

- Culture Safari workshop materials include:
 - Culture Safari Leader's Guide with prework assignment – 63 pages of detailed instructions
 - Workshop Presentation in MS PowerPoint
- Culture Safari workshop 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
 - Length of activity:
 - Module 1 Current Culture – 1.5 to 2 hours
 - Module 2 Future Culture – 1.25 to 2.25 hours
- Culture Safari workshop 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 images and flip charts.

PRICING

CULTURE-STRATEGY FIT® Culture Safari

\$175 USD

