



CULTURESTRATEGYFIT®

A POWERFUL ALTERNATIVE TO A SURVEY

The CULTURESTRATEGYFIT® **Culture Cards** is a tool used to engage people in **meaningful conversations about organizational culture**. Each card identifies an attribute in our 9-dimension CULTURESTRATEGYFIT® Culture Model.

The Culture 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 achieve goals.



HOLD MEANINGFUL CONVERSATIONS

The Culture Cards provide a **framework and shared language** for talking, in a safe way, about culture and how it is supporting and/or getting in the way of performance and strategy execution. Typical objectives of using the Culture Cards are:

- Identify how culture is affecting our ability to solve pressing business problems and pursue new opportunities.
- Describe our current culture.
- Explain how our culture supports and/or gets in the way of executing our strategy.
- Develop a shared understanding of the culture we need to execute our strategy, achieve our goals and fulfill our purpose (future culture module).

WHEN TO USE THE CULTURE CARDS

The Culture Cards are a great tool for holding conversations about culture. They work well in a wide range of situations including, leadership development workshops, training programs, culture change initiatives, team effectiveness initiatives, executive retreats, merger and acquisition integration planning, strategic planning initiatives, business transformation projects, strategic change implementations (i.e., new business models, spin-offs), as well as vendor and supplier partnerships.

HOW TO USE THE CULTURE CARDS

The Culture Cards are most effective when used to **answer specific questions about the business**, such as a problem or goal. This makes the exercise concrete and practical while at the same time acknowledging the important role culture plays in the way organizations operate. To make it easy, your purchase includes instructions for conducting a one-hour **Culture Card Activity**.

Some of the most common questions asked are:

- 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?

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

THE CULTURE CARDS WORKSHOP

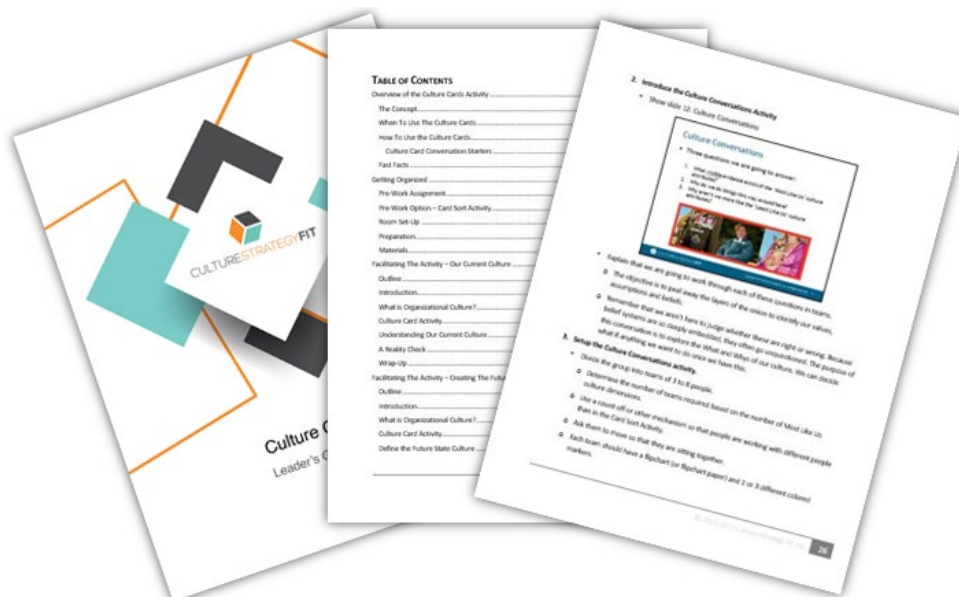
The **Culture Cards Workshop Materials** help you get the most out of your Culture Cards. It includes one deck of Culture Cards, a MS PowerPoint presentation, an optional pre-work assignment, a handout and Leader's Guide. The Leader's Guide provides detailed instructions for facilitating meaningful conversations about the current or future state culture as part of a workshop or team meeting.

You can use the Culture Cards for both a current and future culture conversation, however we suggest using one of our other tools such as the **CULTURESTRATEGYFIT® Culture Safari** or **Culture Images** 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.

A typical workshop takes **3 to 5 hours** and is designed for groups of up to **20 people**. The Culture Cards can also be used with larger groups (they have been used one-on-one and 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 **shape and change culture**.

WORKSHOP OVERVIEW

The **Culture Cards Workshop Presentation** is split into two modules: our current culture and future culture. You select the module that best meets 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 **sort the Culture Cards** based on their relevance or importance. The **CULTURESTRATEGYFIT® Culture Model** is used to organize the card sort results and anchors the ensuing conversation about **visible and hidden aspects of culture and their implications** for strategy execution.



FAST FACTS

- Culture Card decks contain 26 cards.
 - A Patient-Centric card is included for use in Healthcare organizations.
 - Facilitators can opt to exclude cards that are not suitable for specific contexts.
- Culture Card Activity provides instructions for a one-hour card sort exercise (free with purchase).
- One Culture Card deck is recommended per one to five people.
 - This allows everyone to actively participate in the card sort activity and sense-making conversation.
- Culture Card Workshop materials include:
 - One deck of CULTURESTRATEGYFIT® Culture Cards; option to purchase more.
 - Culture Cards Leader's Guide.
 - Workshop Presentation in MS PowerPoint.
 - Culture Card Handout (Culture Model plus definitions).
 - Culture Articles Pre-Work Assignment.
- Culture Card 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 flip charts.
 - Length of modules: 3 to 5 hours depending on the modules selected.

PRICING

Culture Cards Workshop Presentation & Leader's Guide	\$100
---	--------------

Includes one deck of Culture Cards & the Culture Card Activity

Receive your Workshop Materials and Leader's Guide upon payment. Your Culture Cards are shipped to you by standard postal service.

1 Deck of Culture Cards & Culture Card Activity	\$49
--	-------------

Set of 3 Culture Card Decks & Culture Card Activity	\$135
--	--------------

Fees include standard postal shipping within Canada/US. Shipping to non-mainland US and international orders is additional. Rush orders and shipping by courier is charged at cost. Fees do not include taxes where applicable. All fees in USD.