



CULTURESTRATEGYFIT®

## EXPLORE CULTURE THROUGH METAPHORS

The CULTURESTRATEGYFIT® **Culture Images** is a set of **20 carefully selected photographs**, ready to print photographs used to stimulate powerful conversations about current and/or the future culture. The images encourage people to listen to each other's perspectives and explore values, beliefs, and assumptions together.

To help you get the most out of your Culture Images, your purchase includes a 75-minute activity to define a future culture plus a **Culture Images Workshop** PPT Presentation with a detailed Leader's Guide and handout. The workshop adds education about culture, an exercise to develop a more detailed description of the future culture plus a prioritization exercise using our proprietary analytic model.

### WHEN TO USE THEM

Use these photographs when you want to:

- Build awareness of organizational culture.
- Engage stakeholders in describing the future culture.
- Provide a forum for discussing your current culture.
- Understand how different groups experience your culture.
- Reinforce the role each leader and team play in shaping culture.
- Start to build collective passion for culture change.

Use the Culture Images 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 a team culture tool.




# THE CULTURE IMAGES WORKSHOP

**The Culture Images Workshop** helps you to use your Culture Images to create memorable descriptions of your organization's **future state culture**. It includes a MS PowerPoint presentation, a handout (ranking form) and Leader's Guide. It can also be used to hold conversations about the current culture; however, we recommend using one of our other tools such as the **CULTURESTRATEGYFIT® Culture Safari** or **Culture Cards** in combination with the Culture Images to make it even more engaging for participants. The Culture Images can be used in one-on-one conversations, small group sessions, larger workshops, or as part of a large group process such as a World Café.

A typical Culture Images Workshop takes **3 hours** and is designed for groups of **9 to 25 people**. The **highly interactive** design engages people in the dialogue and critical reflection required to define the culture an organization needs to execute its strategy and achieve its goals.

Culture Images - Future State Culture Outline		
Time	Topic	Duration
0:00	Presentation or Full Group Discussion – Our Focus <ul style="list-style-type: none"><li>Anchor future culture and identify contextual factors</li></ul>	15 mins
0:15	Activity – Imagine Our Future <ul style="list-style-type: none"><li>Use images as metaphor for future culture</li></ul>	45 mins
1:00	Teach – Organization Culture Is... <ul style="list-style-type: none"><li>Provide example of visible and hidden aspects of culture</li></ul>	10 mins
1:10	Activity – Imagine Our Future <ul style="list-style-type: none"><li>Story telling by the teams using the images (What will people experience? Why does it matter?)</li></ul>	60 mins
2:10	Teach – Culture Dimensions <ul style="list-style-type: none"><li>Culture-Strategy Fit's analytic model</li></ul>	5 mins
2:15	Activity – What Matters Most? <ul style="list-style-type: none"><li>Ranking of culture dimensions</li></ul>	25 mins
2:40	Full Group Discussion – Prioritizing the Culture Dimensions	15 mins
2:55	Activity – Imagine Our Future <ul style="list-style-type: none"><li>Create a title for their stories</li></ul>	10 mins
3:05	Next Steps – Our Culture Journey <ul style="list-style-type: none"><li>Wrap-up of session</li></ul>	10 mins
3:15	Adjourn	

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## WORKSHOP OVERVIEW

**The Culture Images Workshop** is a **'story-telling' activity** where teams use images as metaphors for the future state culture. The workshop begins with a brief introduction to the **concept of organizational culture**. This is followed by establishing the context for describing the future state culture. The teams quickly move into an activity where they **select and describe the meaning of the images** that best capture the culture the organization needs for the future. Finally, they use the **CULTURESTRATEGYFIT®** analytic model to **critically assess and reflect** on their description of the future state culture. This provides a natural segue for conversations about the current culture and/or the changes required to make the future culture a reality.

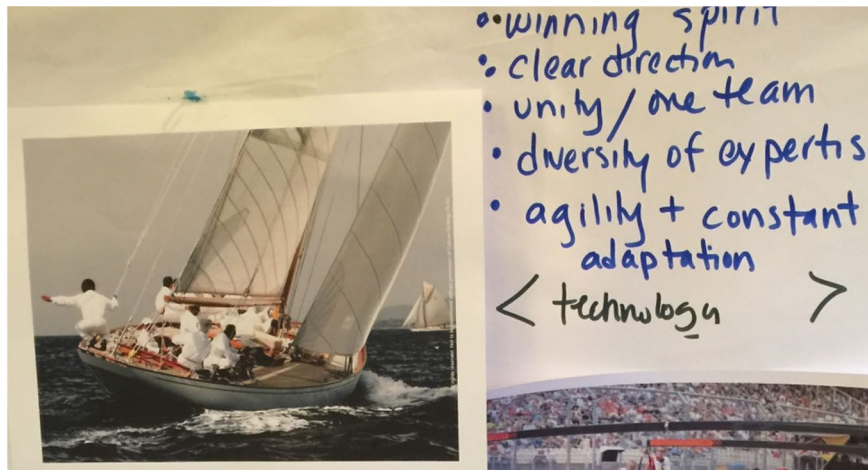
## FAST FACTS

- Culture Images PDF of 20 carefully selected photographs
  - Includes 75-minute activity to define the future culture.
  - Culture Images Leader's Guide.
  - Workshop presentation in MS PowerPoint.
  - Culture Images handout (culture dimensions ranking form).
- Culture Images workshop logistics:
  - Optimal group size is 9 to 25 people.
  - 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 module: ~3 hours

## PRICING

**Culture Images + Activity + Workshop Presentation + Leader's Guide**

**\$49USD**



A Culture Image Used to Describe  
the Future State Culture