



CORPORATE CULTURE

Progression Path



1. PROFESSIONAL

Define and communicate desired culture.

- Branded internal campaigns with distinctive symbols, language
- Reinforced with storytelling
- Help leaders articulate, demonstrate behaviors
- Develop recognition and rewards programs

KPIs:

- Employee awareness
- Understanding and support



2. PATHFINDER

Activate culture by instilling, enabling desired behaviors.

- Identify specific behaviors
- Enable leaders to model
- Identify gaps and impediments, evaluate rituals
- Design experiences, rituals
- Create integrated culture management system

KPIs:

- Gap analysis
- Analytics



3. PACESETTER

Use culture to systematically change how company works.

- Set people mgmt. criteria
- Address policies/practices
- Evolve workplace
- Infuse automation and intelligence into system
- Use culture to play offense

KPIs:

- Real-time indicators (CRM, workplace issues)

Transformational Enterprise Change