



CREATE YOUR CULTURE JOURNEY GAME PLAN

WORKSHEET

Use the Culture Journey Game Plan tool to help you develop your strategy. Remember, tracking culture change is just one part of your planning and measurement process. Your goal is to see positive culture change trends over time that correlate with positive business metrics or KPI changes throughout your journey.

1. What is your company's purpose statement? Why do you exist?

2. What are your top three business imperatives?

- Revenue growth
- Profitability
- Market share
- Productivity
- Quality
- Customer satisfaction
- Other (be specific) _____

3. Choose one of the above business imperatives to focus on for this worksheet.

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4. Use specific, measurable data to identify the strengths and improvement opportunities for this business imperative

Strengths (Example strength: Revenue Growth up 12% against goal of 10%.)

Improvement opportunities (Example improvement opportunity: Profitability goal 35%, currently at 27% vs. last year 32%.)

5. What tactics can you use to improve your business imperative strengths listed above? Example tactics might include doing an analysis of your revenue growth to find out root cause and invest in that area.

6. What tactics can you use to address your business imperative improvement opportunities listed above? An example tactic might be analyzing your costs.

7. Select three corporate values you will focus on that will drive your business imperatives:

- Innovation
- Diversity
- Respect
- Empowerment
- Quality
- Customer focus
- Other (be specific) _____

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8. Choose one of the above values to focus on for this worksheet.

9. Use information from surveys, focus groups, and observation tools to identify the strengths and opportunities of the value you chose.

Strengths (Example strength: Being customer-centric was rated 4.5 out of 5 by employees on your survey.)

Improvement opportunities (Example improvement opportunity: Teamwork—Feedback from focus groups not consistent. Varies significantly from department to department. Employee survey rating 3.2.)

10. What tactics might you use to maximize your strengths listed above?

11. What tactics can you use to address your improvement opportunities listed above?

12. What will you include in your communication plan to share your tactics? Be as specific as possible including timelines and responsible people or teams. Examples might include company-wide meetings, an email campaign, manager huddles, and intranet messaging.

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13. Each relevant work group should develop 3-5 goals for each of the business tactics. What work groups will you assign or create? These will vary based on your organization. Examples might be departments, business units, geographic regions, or a combination of these. Goals need to be measurable outcomes (KPIs, cost reduction, percent increases, etc.).

14. The next step is to develop rewards and recognition strategies for achieving the goals you identified. What are your ideas?

15. What are the key metrics you will track and report on? An example metric could be customer service complaints.

16. What celebration strategies and activities will you put in place for milestones that are met? An example could be an internationally-themed pot luck lunch.

17. What interventions will you put in place for goals and initiatives that are not moving forward or being achieved as quickly as needed? An example intervention is a one-on-one coaching session if a team member is absent for more than two meetings.