

CULTURE DESIGN CANVAS

designed for:

designed by:

date and version:

Purpose

Why your company exists beyond making money. (Write it large.)

EXAMPLES

To create a better everyday life for the many people. **IKEA**

To help more people have better lives by becoming great pet owners. **PETCHA**

To nourish families so they can flourish and thrive. **KELLOG'S**



Recognition

Programs that applaud culture-aligned behaviors.

Formal from leaders (*annual awards dinners*)

Formal from peers (*points awarding platforms*)

Informal from leaders (*manager and associate lunch*)

Informal from peers (*pats on backs*)



Values

Shared beliefs about what is most important when conducting business.



Behaviors

Employee decisions guided by a company's purpose and values.



PRO TIP

Write at least one example behavior driven by each value. For example, if the value is "inclusive" a behavior might be "we encourage different perspectives and opinions."

GREAT VALUES ARE brief, well-defined, unique, actionable, and limited in number (3 to 5).

WHAT THIS VALUE MEANS TO US

QUESTIONS THAT MAKE THIS VALUE ACTIONABLE

1

2

3

4

5

Rituals

Activities that build and strengthen relationships.

explicit big group (*company party*)

explicit small group (*company-sponsored activities*)

emergent small group (*game nights and band rehearsals*)

emergent big group (*Champagne Fridays*)



Cues

Physical and behavioral reminders that help people stay connected to the future.

physical aspirational (*conference room names*)

physical immediate (*posted culture maps*)

behavioral immediate (*no-meeting Mondays*)

behavioral aspirational (*wiki culture guide*)

