

DESIRED CULTURE	<p><b>ORGANIZATIONAL LEADERS</b></p> <p>Who are the leaders? What metrics matter to them? What messages are they sending? What messages should they send?</p> <p>Investments Metrics Messages Incentives Enablers</p>	<p><b>PEER NETWORKS</b></p> <p>Who are the rank-and-file leaders within the organization? What formal or informal groups bring members together? How/where/when can we invite them to participate in changing the culture?</p> <p>Competitors Influencers Networks Mentors</p>
	<p><b>TRAINING &amp; EDUCATION</b></p> <p>What skills or knowledge would foster the desired culture? What course(s) can the schoolhouse develop / deliver to reinforce the culture? What informal training channels can we tap into?</p> <p>Classes Workshops Presentations Webinars</p>	<p><b>LITERATURE</b></p> <p>What literature channels do practitioners engage with (books, journals, blogs, etc.)? What content can we distribute / develop to reinforce the culture?</p> <p>Books Papers Articles Videos</p>
ALREADY THERE	<p><b>MEMBERS</b></p>	

- Describe The Culture**
- |                              |                                |
|------------------------------|--------------------------------|
| Spare No Expense             | Be Thrifty                     |
| Take Your Time               | Go Fast                        |
| Complexity is Sophistication | Simplicity is Sophistication   |
| Compliance is Essential      | Critical Thinking is Essential |
| Predict                      | Experiment                     |
| Hypothetical                 | Practical                      |
| Planning                     | Improvising                    |
| Avoid Risk                   | Tolerate Risk                  |
| Pursue Certainty             | Embrace Uncertainty            |
| Follow Specific Rules        | Follow General Principles      |
| Boundaries are Firm          | Boundaries are Permeable       |
| Either/Or                    | Both/And                       |
| Emphasize Conformity         | Emphasize Tailoring            |
| One Way                      | Many Ways                      |
| No                           | Yes                            |
- X** Current    **O** Desired