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| DESIRED CULTURE | ORGANIZATIONAL LEADERS | PEER NETWORKS |
| | <p>Who are the leaders? What metrics matter to them? What messages are they sending? What messages should they send?</p> <p>Investments Metrics Incentives Enablers</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> |
| ALREADY THERE | TRAINING & EDUCATION | LITERATURE |
| | <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>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> |
| MEMBERS | | |

Describe The Culture

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| <p>Spare No Expenses</p> <p>Take Your Time</p> <p>Complexity is Sophistication</p> <p>Compliance is Essential</p> <p>Predict</p> <p>Hypothetical</p> <p>Planning</p> <p>Avoid Risk</p> <p>Pursue Certainty</p> <p>Follow specific Rules</p> <p>Boundaries are Firm</p> <p>Either/Or</p> <p>Emphasize Conformity</p> <p>One way</p> <p>No</p> | <p>Be Thrifty</p> <p>Go Fast</p> <p>Simplicity is Sophistication</p> <p>Critical Thinking is Essential</p> <p>Experiment</p> <p>Practical</p> <p>Improvising</p> <p>Tolerate Risk</p> <p>Embrace Uncertainty</p> <p>Follow General Principles</p> <p>Boundaries are Permeable</p> <p>Both/And</p> <p>Emphasize Tailoring</p> <p>Many Ways</p> <p>Yes</p> |
|---|---|

✘ Current ✔ Desired