



# CULTURE COMPASS

## Creating a clear vision for your culture

### Culture Vision Statement

Now that you understand the status of your workplace culture, it's time to cast a vision for your culture by creating a Culture Compass. This vision, or compass, will help paint a picture and provide direction for what your desired culture looks and feels like. It should focus on how you want people to experience work and articulates what you want people to say about working for your organization. Keep in mind that every culture reflects the specific people, purpose, and values of an organization that correspond with the local cultural nuances in your community.

- 1** Leverage Your Core Values. You can refer to your company core values to help describe the vision for your culture. These are a driving force behind your culture and determine how people think, act, and interact in your business.
- 2** Review Your Purpose (or Mission) Statement. It will be important to consider the overarching goal of your company and how you envision achieving it. Your Purpose/Vision statement gives meaning and purpose to your company culture.
- 3** Consider Your Employees. Think about your current and ideal employees and how you would describe them. Your culture is a living aspect of your organization as a result of the people on your team. Think about their unique characteristics and how they communicate and work together to achieve results.

With one or all three of these things in mind, use the following questions to help you write a description of your ideal culture.

Our company culture will feel like \_\_\_\_\_

Our company culture will promote \_\_\_\_\_

Our company culture will celebrate \_\_\_\_\_

Describe how you want people to think about and perform work:

Describe how you want people to communicate and work together:

Describe you want the work environment to add value to employees and teams:

Words that best describe our company culture. Circle your top 3 and then narrow down to a #1.

Connected	Progressive	Empathetic	Welcoming
Casual	Autonomous	Rewarding	Nimble
Fun	Motivating	Engaging	Fast-paced
Collaborative	Inclusive	Curious	Positive
Transparent	Challenging	Respectful	Family
Nurturing	Relaxed	Trusting	Integrity

Now write a paragraph describing your ideal workplace culture.

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**Expert Tip:** Use your marketing team or someone on the team who has a strength with writing to craft a strong Culture Vision Statement based on the work you did as a team.