



CULTURE MAP

Creating a clear vision for your culture

Put your culture compass into action!

Your Culture Map identifies the actions you want to take over the next year to make progress towards your culture vision. This strategic map will guide the journey to creating your desired culture and ensure you stay focused and accountable to the work.

PART I

- What do you need to do over the next year to be successful in making progress towards your Culture Vision?
- How will you know if you are successful with the goal?
- What Building Block(s) does this goal support?

ANNUAL GOALS	SUCCESS CRITERIA	BUILDING BLOCKS
Execute 3 projects that require collaboration across more than 1 department	<ul style="list-style-type: none">• Utilization rate above 85%• Team workload feels more balanced• Client feedback is positive	Collaboration
Create our core values and integrate them into the business	<ul style="list-style-type: none">• Core values are posted in the office• Core values are integrated in our hiring process• Recognition program launched around core values	Empowering Values, Trust, People Development
Increase our employment brand in our primary market	<ul style="list-style-type: none">• 5 positive reviews on Glassdoor• 3 employment brand posts a week on social media• 20% of applicants find us via social media	Employment Brand

PART 2

What are the actions you need to take over the next 90 days to make progress on your annual goal?

ANNUAL GOALS	90 DAY ACTIONS
Execute 3 projects that require collaboration across more than 1 department	<ol style="list-style-type: none">1. Identify list of cross-functional projects2. Create cross-functional project team for each3. Launch 2 out of 3 projects
Create our core values and integrate them into the business	<ol style="list-style-type: none">1. Hold core values development session with the leadership team2. Complete draft of core values
Increase our employment brand in our primary market	<ol style="list-style-type: none">1. Audit of glassdoor for current employment brand issues2. Identify employees to write positive glass door reviews

Expert Tip: Review and Refine this plan quarterly to keep you accountable to achieving the annual goals. Assign owners to each 90-day action to ensure accountability for the progress and outcome.