



## Assessing Corporate Culture Balance v. Imbalance

Culture is not intangible; it shows up in the day-to-day work people do.

Take a look at the below chart to see how key measures of culture are working in your company.

| Activity                                   | Imbalanced Culture<br>"0 Rating"  | Balanced Culture<br>"5 Rating"  | Culture:<br>Rate 0-5 | Your Culture: Characteristics |
|--|---|---|----------------------|-------------------------------|
| <b>Teamwork</b>                            | Sponsorship unclear; goals not linked to strategy or vision; unrealistic timelines; roles fuzzy.                      | Aligns with vision and strategy; cross-functional, members empowered and skilled to implement recommendations.  |                      |                               |
| <b>Communication</b>                       | One-way "telling"; more information than meaning; reinforces boundaries (e.g., function).                             | Clarifies direction, two-way feedback-driven; answers, "why are we doing this" and "how does this support our vision?"                                      |                      |                               |
| <b>Meetings</b>                            | Start late; vague agenda; wrong players; unclear action plans.  | Start and end on time; clear goal <i>and</i> agenda; used for planning and problem solving; support action.   |                      |                               |
| <b>Customer Interface</b>                  | Requires customers to work hard, no coordination across business unit or functions (e.g., sales to customer support). | One point of contact; employees responsive and align with unhappy customers; training and development is ongoing and includes direct exposure to customers. |                      |                               |
| <b>Problem Solving and Decision Making</b> | Analysis replaces action; is often wrong problem or a band-aid fix; minimal points of view considered.                | Addresses root cause, predictive vs. reactive; multiple perspectives; bias for action.  |                      |                               |
| <b>Feedback</b>                            | Blame-oriented; only given during performance reviews and mistakes; fear is the driver; no clear process.             | Viewed as critical to success; constructive and common "lessons learned" process; focuses on coaching and mentoring.  |                      |                               |

A score below 18 indicates significant red flags in the culture that must be dealt with if you're going to succeed at change and sustain competitive advantage in your market (Unless you are the government or a monopoly!).

A score between 18 and 30 indicates a targeted opportunity to improve the culture to more directly and completely drive your strategy.

**More Free Resources ...** [Culture Self-Assessment](#)

[Tool - Changing Culture Through Tough Conversations](#)

Email us for a PowerPoint demonstration of "[Selling Culture Change to My CEO](#)"

www.CorporateCulturePros.com  
 Colorado: 303-904-8193  
 South Carolina: 843-588-9286