



# Culture in Business Workbook

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# Culture

In this workbook we are going to look at the topic of culture. We are going to examine the culture in your business and how you can use it to the best advantage. Let's start with simply asking the question; "What is culture?"

Take a few moments to make a list of what you think culture means in a business environment...

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What about culture in your business? Do you have a clearly defined culture picture or culture ethos operating?

If you don't, take a few moments now to write out your culture statement in the space provided below...

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What about your team?

- What do you think your team believe about the culture in your business?
- How often do you reinforce culture?
- How do you reinforce culture?

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# CONCLUSION

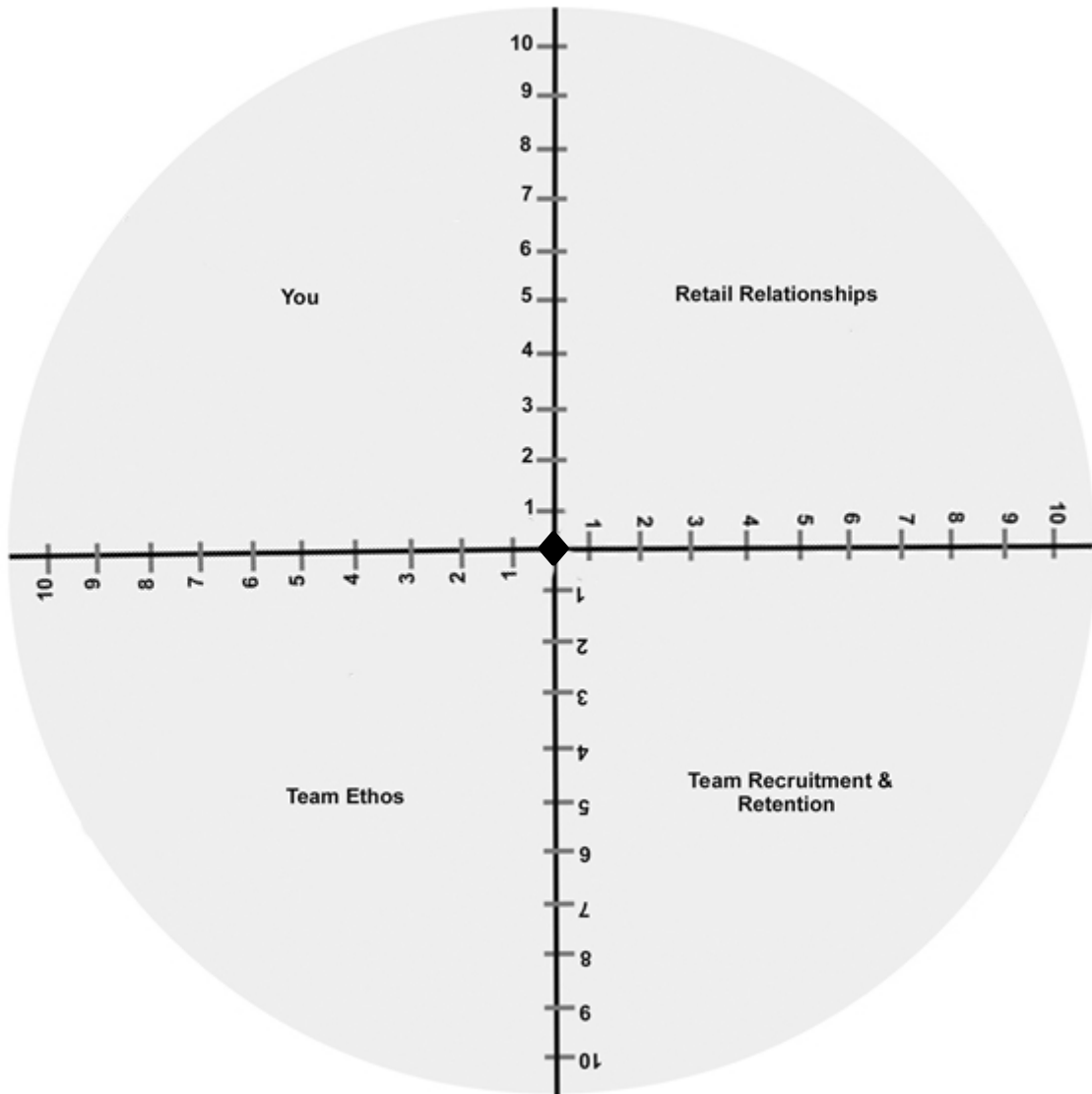
So far we have examined how the term culture is defined in the business sense. We have also looked at what culture means to you. We have taken some time to break the term up into four aspects and to examine in some detail how you feel about culture and its application in your business now. Finally, we asked you to give yourself a score out of ten for each of those aspects of your business.

Now, we are going to see what the results look like in a practical sense and how all of this applies in the overall operation of the business. On the next page you will find a diagram known as a Culture Wheel and you will soon see how it reveals an interesting snapshot of culture as it currently stands in your business.

Once we have looked at this diagram, we are going to spend some time working together on a range of ways in which we can change the way we think about culture and how it is utilised in your business. We are going to develop a series of strategies which will allow you to increase your culture score.

This is an exciting process where as a team you will examine your own culture, share ways to improve and also learn how to improve. At the end of this exercise you will have a whole new plan and process to apply which will change the face of the business and reap many rewards.

# CULTURE WHEEL











# CULTURE WHEEL

