



Virtual Corporate Culture Challenge day two worksheet

What messages have been communicated in the past about your organization’s corporate culture – and how have they been communicated? What would you like to tweak or modify? A significant culture shift isn’t the best choice right now, yet all cultures evolve over time. What’s the next step in your company’s evolution? How will you encourage trust, collaboration, and other qualities you feel are most important now?

step one: watch the video or read the transcript

step two:

What three things need to be changed or added to your culture in order to foster trust and collaboration?

1. _____
2. _____
3. _____

step three:

What are three key aspects or *qualities* of your culture that you want to emphasize right now, drawn from yesterday’s exercise and your answers from above? This isn’t your entire culture; it’s just the most important points to make right now. List these as single words or a short phrase. Per Rachel Botsman’s points about *trust*, I suggest that could be one of them – though of course the choice is yours.

1. _____ 2. _____
3. _____

step four:

How has the culture been communicated in the past – before the pandemic and work-from home?

step five:

Who are your culture champions – the thought leaders who “walk the talk” and are role models?
