Culture Canvas

Purpose & Impact
- What motivates our values?
- Are these motivations shared?
- Are these shared motivations in our Purpose?
- Is our Purpose aligned with our Value Proposition?

Stories & Metrics
- What stories describe our Values and our Culture?
- What is the best way to record the stories of our Culture?
- What are the best stories and metrics to describe our Impact?
- How can these stories and metrics help us build a stronger Culture?

Values
- What are our personal values?
- What are the personal values of our people?
- What key values should be shared by everyone?
- Are we committed to running a values based company?
- Are these shared values aligned with our Value Proposition?
- Is there any value missing to better support our Value Proposition?

Actions
- What behaviours support our Values?
- Are we taking action based on our shared values?
- What activities are aligned (or not) with our Purpose?
- What tactics could help us build a stronger Culture?

Characteristics: Specific, trackable, compounding, collective, collaborative, co-creative, trust building, strengthening

Value Propositions
- Which customer needs are we satisfying?
- What value do we deliver to our customer?
- What products and services are we offering to each Segment?
- Which one of our customer’s problems are we helping to solve?

Characteristics:
- Newness, performance, customization, design, convenience, brand status, pricing, cost reduction

For whom are we creating value?
- Who are our most important customers?

External Customers:
- Mass Market
- Niche Market
- Segmented
- Diversified
- Enterprise / Consumer

Internal Customers:
- Departments
- Subsidiaries
- Teams and team members
- Outsourced resources
- Strategic partners

Customer Segments

Use in Conjunction with the Business Model Canvas and the Value Proposition Canvas