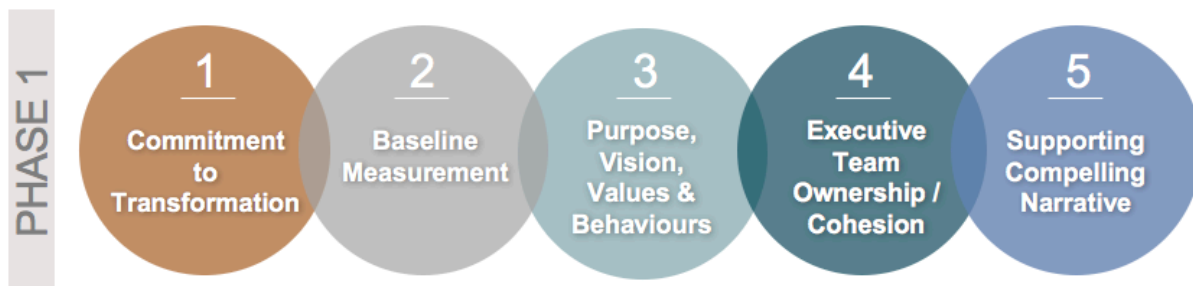


Culture Capitaliser Health Check

These questions relate to our 10-step Culture Capitaliser approach and methodologies, together with tools from the Barrett Culture Transformation Practice to help companies identify what's working and not working. Capitalise then help support your and your organisation to develop, evolve and sustain a healthy, high-performing culture with measurable results.

This will give you an insight into your company culture to understand how healthy your company culture might be.

Phase 1 – Steps 1-5



Culture change activity		Score 1-10 (10 being highest)
1	Do all of your top team understand the value of developing a desired culture and are they all committed to the need for culture change?	
2	Have you defined your current culture (including root cause analysis) and your desired culture to bring about business success and based on colleague feedback?	
3	Are the purpose, vision and values current and addressing the priority business needs – current and future?	
4	Is the purpose and vision at the core of the business strategy?	
5	Are the values the correct ones to deliver the purpose, vision and strategy?	
6	Do the current behaviours that sit under each value align and are relevant to support the purpose, vision and strategy?	
7	Is there a clear, compelling and consistent narrative that resonates with colleagues and to which they are inspired and committed?	
8	Are the top team consistent in their articulation of the purpose, vision, values, behaviours and strategy?	
9	Is there a cohesive top team who collectively agree a way to align and embed the desired culture?	
10	Is there a benchmark and way of measuring culture change success?	
TOTAL (out of 100)		

Phase 2 – Steps 6-10



Culture change activity		Score 1-10 (10 being highest)
11	Have the values and priority behaviours been launched effectively through your culture, comms and engagement launch plan?	
12	Does the wider leadership team champion and role model the values?	
13	Do colleagues understand the need for change?	
14	Do colleagues widely understand and buy into the company's purpose, vision, values and strategy?	
15	Are your colleagues living and breathing the values?	
16	Do colleagues understand the meaning of their role and how it delivers against the purpose, vision and strategy?	
17	Is there an effective culture, comms and engagement plan to support the embedding process?	
18	Do your people (leaders and others) have the right capability to deliver the purpose, vision and strategy?	
19	Are your processes, systems, procedures, people initiatives and structure aligned and capable of helping colleagues to be at their best?	
20	Do you measure your culture change success every year and include all colleagues?	
TOTAL (out of 100)		

Total up both parts and see what it means...		
TOTAL (out of 200)		

What your score means – if you scored...

150-200 Congratulations, this indicates your organisation is taking the right steps to develop a strong and healthy company culture already. Your leaders and teams are performing well, and on the whole are embracing the company's direction of travel and the desired culture, values and behaviours required for success.

Capitalise can assist you in the weaker scoring areas and introduce you to the Culture Values Assessment (CVA) tool that can enable you to measure the health of your culture which gives you a benchmark to measure success against.

100-149 Some areas of your culture change activity are strong, but there needs some work for your company culture to move to the next level and ensure your colleagues are at their most motivated, living and breathing the right behaviours, and the system as a whole is supporting the delivery of your purpose and vision.

Capitalise can support you by looking at a whole system culture change and identifying the areas colleagues are asking the business to address, so they can be at their most high-performing. The Culture Values Assessment (CVA) tool gives you a benchmark to measure your culture change success year on year. We all know that if it doesn't get measured, it doesn't get done!

50-99 There seems to be a high number of issues that could require cultural, leadership and structural change. Your culture is probably being approached in a fragmented way and being tinkered around the edges, which won't bring about the culture and behaviour change you desire to be at your most high-performing as a company.

Capitalise can help you to approach your culture change in a structured way, using the proven two-phase methodology.

0-50 There seems to be a number of issues requiring cultural and structural transformation, leadership development and coaching. This score, however, may be because you're only just starting to consider your company culture. It's important to do a deep dive into your current culture and build what your desired culture looks like, which will bring your business success. It could also be time for a reset of the company's purpose, vision and values to help bring set the foundations for cohesive, collective action.

Capitalise can help to do a deeper dive analysis into your current culture, and help you to decide what the desired culture should be to accelerate the delivery of your purpose, vision and strategy.

What now? Take action...

If you like to have a more detailed evaluation from your score, please tell us a little more about your organisation, please fill in the contact form on the following page and email this survey back to Joss at Capitalise: joss@capitalisepformance.com

A 2-hour **Culture Capitaliser Introductory Session** is available to give you and your leadership team some more insight into whole system culture change and the Barrett 7-Levels Model and how the assessment tool works to give you the level of cultural entropy (unhealthy culture) in your organisation and act as a benchmark to measure future culture change success.

CAPITALISE

2020 OFFER

An Introduction to the Essential Steps to Transform & Measure Your Company Culture

A high-energy, informative and interactive session for leaders
2-hour* interactive session ideal as part of a Leader Day, Strategy Away Day or Conference.

Culture Capitaliser Introductory Session
ONLY £500*

WHAT YOU'LL LEARN:

- The different types of company cultures
- How truly values-led organisations unleash their people's potential
- The Culture Capitaliser 10-step approach to whole system culture change
- Introduction to the Barrett 7 Level model and how the associated Culture Values
- Assessment (CVA) tool works to measure the impact of culture change

*Session can be shortened or lengthened. Price excludes expenses.

Contact Form

Your contact details	
Title	
First Name	
Surname	
Position	
Company	
Phone	
Email	

Areas of interest	(Y/N)
All-colleague Culture Values Assessment (CVA)	
Culture Capitaliser Introductory Session	
Leader & Team Capitaliser Programmes	
Culture Capitaliser Programmes	
The Communication Capitaliser	
Bespoke Programmes	
Other (please specify in the box below)	

Please provide any information you would like to add

Email this survey back to Joss at Capitalise: joss@capitalisepformance.com

About Capitalise

Joss Sargent, career, leadership and change coach, culture and comms specialist and founder of Capitalise. Qualified as a Barrett Culture Transformation Practitioner with a Postgraduate Certificate in the Psychology of Organisational Development and Change, I've spent the last decade focused on supporting companies with their approach to strategic internal communications and whole system culture change. This helps bring about long-term behaviour change and increased performance and engagement for companies.

Having worked in the corporate world and been involved with multiple culture change and transformation programmes, I use my two phased, 10-step Culture Capitaliser approach and methodologies, together with my training and tools as a Barrett Culture Transformation Practitioner, to help companies identify what's working and not working, and then support them to develop, evolve and sustain a high-performing culture with measurable results. If you'd like to find out more, please get in touch.