CULTURE CODE
PRESENTED BY CULTURE LAB\textsuperscript{x}

A FIELD GUIDE FOR PEOPLE CREATING THE FUTURE OF WORK
Culture Lab\textsuperscript{x} is a global community of founders, designers, and practitioners who curate conversations, connect communities, and experiment with the future of work.

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COMPONENTS OF CULTURE

PURPOSE
CONNECTS DAILY WORK TO THE VISION

VALUES
BELIEFS ABOUT WHAT'S MOST IMPORTANT

BEHAVIORS
ACTIONS THAT ARE GUIDED BY VALUES

RECOGNITION
APPLAUDS THOSE WHOM BRING COMPANY VALUES TO LIFE

RITUALS
REPEATED BEHAVIORS THAT ESTABLISH A COMMUNITY

CUES
REMINDERS THAT KEEP PEOPLE IN TOUCH WITH PURPOSE
WHAT IS CULTURE?

**culture** | ‘kelCHer |
noun

1. Organizational culture is the behavior of humans within an organization, and the meaning that people attach to those behaviors.
2. Culture includes the organization’s vision, values, norms, systems, symbols, language, assumptions, beliefs, and habits.

When done well, your team feels meaning. Their day-to-day is in sync with the bigger picture.

**DO:** Develop a brief, compelling story about what your team and organization are trying to accomplish.

**ASK:** Why are you in business beyond making money? Why do you do what you do?

**RESULT:** When done well, your team feels meaning. Their day-to-day is in sync with the bigger picture.
VALUES

VALUES ARE BELIEFS ABOUT WHAT’S IMPORTANT, AND WHAT’S NOT. THEY SHAPE YOUR CULTURE AND GUIDE BEHAVIORS.

**DO:** Work with your colleagues to define how you get work done and what is driving those choices. Then codify them.

**ASK:** What are the three most important principles that should guide our decisions?

**RESULT:** When done well, you and your team feel aligned and decisions become clear.
BEHAVIORS

BEHAVIORS ARE ACTIONS GUIDED BY VALUES. THEY ARE THE COLLECTIVE SET OF WHAT PEOPLE SAY AND DO.

DO: Map behaviors that you’d like to reinforce, and those that should stop.

ASK: Do our actions reflect our values? Are there times when we don’t do what we say we do?

RESULT: When done well, you and your team feel heard and engaged.
RECOGNITION

RECOGNITION APPLAUDS THOSE WHOM BRING COMPANY VALUES TO LIFE AND MAKE YOUR CULTURE GREAT. WHAT YOU WATER IS WHAT WILL GROW.

DO: Consider both a formal and informal recognition program.

ASK: Who is nailing it? Who is actually doing what we want to be doing? Are we honoring those contributions?

RESULT: When done well, you and your team feel valued and empowered to be better.
RITUALS

RITUALS ARE REPEATED BEHAVIORS THAT ESTABLISH A SENSE OF COMMUNITY. THEY TELL THE STORY OF YOUR CULTURE AND REINFORCE ITS VALUES.

DO: Invest in meaningful activities that provide you and your team with a sense of belonging and familiarity.

ASK: What stories do we tell other people about our culture? What does that tell us about our identity as a group?”

RESULT: When done well, you and your team feel connected to each other and to the organization.
CUES

Reminders that keep people in touch with their purpose. These visual cues make sure no one loses sight of the big picture. They are the physical expressions of culture.

**DO:** Design working spaces that cultivate the kind of interactions that will achieve you and your team’s purpose.

**ASK:** When I look around, do I see things that remind me why I’m here?

**RESULT:** When done well, you and your team feel inspired and know what you’re working toward.
HOW IS YOUR CULTURE DOING?

It’s hard to know because culture can be difficult to measure. The following checklist is to help you get started seeing with a critical eye.
CULTURE REPORT

For each culture component, indicate how well you think your company or business unit is doing.

PURPOSE
VALUES
BEHAVIORS
RECOGNITION
RITUALS
CUES
WHAT DO YOU THINK?

Let us know what you think about the Culture Code. Even better, start some experiments of your own. Want a Culture Lab in your city? Reach out, we’ll get you started. Email us: info@culturelabx.com.
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