

Culture Survey and Mapping

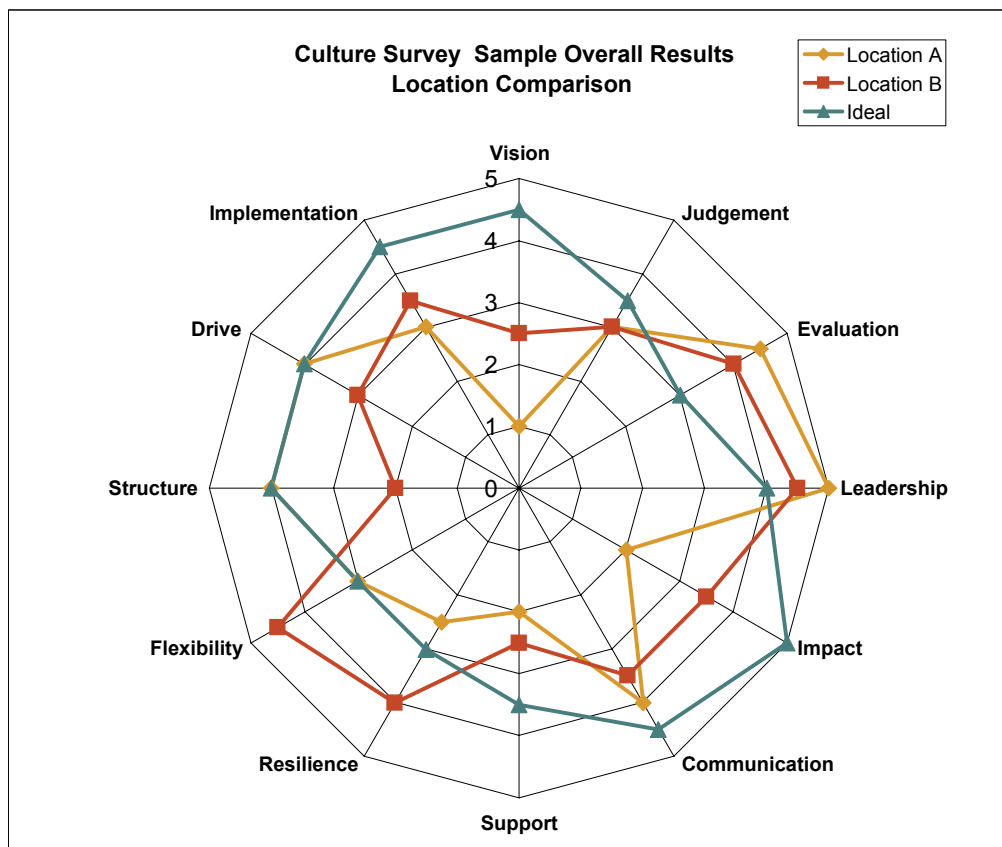
What is Slade Culture Mapping?

How does a company go about identifying its corporate culture? If you work for a company that is a subsidiary or a site of a larger company, what are the implications for culture? Can a company create its own corporate culture? How do you do that?

Culture deals with the organisation's work style and the company's values and ethics. It has been described as the 'glue' that holds everything together to 'just the ways things are done around here'. If different cultures exist within a company for what ever reason – location, management or functional differences – the desired culture can only be developed once the differing cultures are first understood. There are likely to be differing areas of strengths and key factors that make the organisation unique and which contribute to building a competitive advantage.

Many organisations use a culture survey to gain insight into employee perceptions of company culture and to gain feedback about areas of strength and development. Our approach is to first use an assessment measure to build an ideal profile of the organisation's culture, as perceived and desired by senior management. From here, further assessment is conducted to assess the perceived culture by the employee base. By taking into account variance factors such as location and function, potential gaps and differences may emerge and assist in the identification of areas for further development.

With the potential to compare results between management and staff, functions and operational locations, the organisation can examine differences between the ideal culture with the cultural perceptions of employees. From this strategies can be developed to address cultural differences that may be impeding performance, or enhance strengths that may not have been previously recognised. These strategies will contribute to the development of a high performance culture.





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Further breakdown of the results can be used to demonstrate different perceptions of culture across the organisation. This is particularly useful in comparing results across different groups within the organisation. The sample below indicates location based differences, however other factors can be used including function and level of position.

