



CULTURE DIGS

What you value, and how you treat each other within an organization, truly are your brand. Much of the dysfunction of organizations is rooted in a malaise in culture, and a lack of consensus and leadership around values.



The Organizational Culture “Problem”

No one ever told you that organizational culture should be shaped. So it has evolved – often contributed to by each new person added to your team. And it feels a bit scattered... and conflicted... and might even feel a bit ill. When people aren't happy, results are... well, less than they could be. Problem is – you don't know how people are experiencing your culture, let alone how to “shape” it.

Evaluating Your Culture

Culture Digs™ (www.culturedigs.com) allows every voice to be heard in the evaluation of your team's culture. Here are the steps:

STEP #1

Have each team member express her/his perceptions of organizational values and culture through guided exercises.

STEP #2

Let the Culture Digs™ toolset process, anonymize and aggregate the data and generate insightful reports.

STEP #3

Work with all members of the team to clarify cultural expectations and chart conscious paths to cultural improvement.

STEP #4

Repeat the cultural assessment periodically to monitor change towards the idealized expressions of culture.

Start your journey with an easy-to-manage, web-based organizational cultural assessment through the Culture Digs™ website (www.culturedigs.com). Follow up, as needed, with an engaging and enjoyable **customized workshop** and other supports from the experts at Guiding Star Communications and Consulting.

For more information, visit the website (www.culturedigs.com) or contact the Guiding Star Communications and Consulting team (www.guidingstarcc.com):

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