



what's our story?
CULTURE MAP

Defining our Mission, Values, Actions and Strategies for Measuring Success

MISSION & IMPACT

- What is our mission statement?
- What are our organizational goals related to that mission?
- How do we communicate our mission and goals internally?
- How could we do better at communicating our mission and goals?
- What impact do we want to make in the industry and our community?

VALUES & ACTIONS

- What are the values of our organization?
- What key values should be shared by everyone?
- Are there any values missing from our mission statement that should be a part of our culture?
- What actions could we take to build a stronger culture?
- What behaviors or action support our values?

STORIES & MEASUREMENT

- What stories describe our values and culture?
- How can we record and share the stories of our culture more effectively?
- What are the best stories and metrics to describe our impact?
- How can the stories we collect and share help us build a stronger culture?

PERSONAS & SOLUTIONS

- Who are our customers? [see Persona Worksheet]
- What value do we deliver to them?
- How do we help solve their problems?
- Are there services we need to add or subtract to align our goals and mission with customer needs?