

Exercise: Culture Shaping

Instructions

Start with one of your organization's core values and write it into the box at the top. If your organization hasn't developed a set of core values, pick a value you think works for the purposes of this exercises.

In the next section, list three things you have observed within your nonprofit that align with that value, that are "on brand" if you will.

The below that, list three things you observe that do not support or align with that value. Things that are "off brand".

Now, for each observation, decide what's driving it. Is it your organization's structure, processes, or the behaviors of specific people? Some things have multiple drivers.

Next, in the notes section, write your ideas for how to celebrate and reinforce the "on brand" observations.

Then think about what you can change to address the "off brand" things you're observing. If you are the CEO, you have the power to change structures, processes, and to address people's specific behaviors.

From your notes, circle the top 3 ideas and commit to putting them into action.

Example:

Value:		
<i>Inclusion</i>		
"On Brand"	Driver	Notes
<i>Weekly team huddle with all employees and volunteers where everyone is encouraged and (I hope) feels free to say whatever is on their mind.</i>	<input type="checkbox"/> Structure <input checked="" type="checkbox"/> Process <input type="checkbox"/> People	<i>Keep doing it!</i>
	<input type="checkbox"/> Structure <input type="checkbox"/> Process <input type="checkbox"/> People	
	<input type="checkbox"/> Structure <input type="checkbox"/> Process <input type="checkbox"/> People	
"Off Brand"	Driver	Notes
<i>Volunteers are pretty much never included in key programmatic decisions. We don't have a process step or way of gathering their input. (Also don't want to imply that they have a vote when they don't.)</i>	<input checked="" type="checkbox"/> Structure <input type="checkbox"/> Process <input checked="" type="checkbox"/> People	<i>Need to come up with a structure and process – a time and place to gather input from our volunteers before making big program decisions – and it needs to be fast and efficient. Need to make sure they know it's input and not veto power.</i>
	<input type="checkbox"/> Structure <input type="checkbox"/> Process <input type="checkbox"/> People	
	<input type="checkbox"/> Structure <input type="checkbox"/> Process <input type="checkbox"/> People	

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Value:		
"On Brand"	Driver	Notes
	<input type="checkbox"/> Structure <input type="checkbox"/> Process <input type="checkbox"/> People	
	<input type="checkbox"/> Structure <input type="checkbox"/> Process <input type="checkbox"/> People	
	<input type="checkbox"/> Structure <input type="checkbox"/> Process <input type="checkbox"/> People	
"Off Brand"	Driver	Notes
	<input type="checkbox"/> Structure <input type="checkbox"/> Process <input type="checkbox"/> People	
	<input type="checkbox"/> Structure <input type="checkbox"/> Process <input type="checkbox"/> People	
	<input type="checkbox"/> Structure <input type="checkbox"/> Process <input type="checkbox"/> People	