

IP BEST PRACTICES

Culture Assessment

A best practice shared by Henno Janmaat.

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Culture Assessment

There are eight cultural 'archetypes' to choose from — track where you are and where you'd like to get.

Key steps

There are eight cultural 'archetypes' to choose from.

Tracking where you are (and comparing to where you'd like to get) provides guidance on how to intervene.

Once measured, it's easy to create a tailored plan, and track progress.

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