IP BEST PRACTICES

The Culture Definition Matrix

A best practice shared by Cornelia Schlatt.

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The Culture Definition Matrix

Helps teams align on four key questions at the start of culture programs, creating the ownership that's essential for sustainable transformation.

Key steps

Assignment: what role do we play in this cultural transformation? Goal: what kind of culture do we want to actively build? Resources: what strengths, values, and routines can we leverage? Strategy: what concrete steps will we take starting tomorrow?

By making assumptions visible, creating a shared purpose, and defining immediate actions, the Definition Matrix turns teams from passive recipients of change into active co-creators who own the process.

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