IP BEST PRACTICES

Define Culture in a Four-Step Approach

A best practice shared by Henno Janmaat.

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Define Culture in a Four-Step Approach

Four compact, interactive and fun steps to define the aspired culture in a very engaging way, involving the complete organization.

Key steps

Run bottom-up workshops to visualize the aspired culture of the company, by having as many small groups as possible make creative boards chosen from visuals cut out of magazines beforehand and have them present to each other.

Give all attendees a long list of a hundred values that fit the company and ask them to pick the ten values that represent their vision of the aspired culture best.

Define the top twenty values and start a series of bottom-up workshops where people define which five are most important and to which extent they are already in place.

Use that input to define a final set of values with the Board of directors and a small set of experts.

CONTACT

InspiringPeople

ADDRESS

Maliebaan 45

3581 CD Utrecht

The Netherlands

PHONE

+31 84 00 38 999

EMAIL

contact@inspiringpeople.com



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