IP BEST PRACTICES

The Culture Activation Pyramid

A best practice shared by Peter Schlatt.

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The Culture Activation Pyramid

Empowers a team or organization to identify success factors for a chosen culture goal, understand interdependencies and derive a prioritized list of actions.

Key steps

The process begins by setting a culture-related target such as a collaboration vision, core values, or a shared purpose.

Using a structured, pyramid-based approach (the culture target forms Level 1, the top), participants analyse five key areas essential for bringing this vision to life, structured on 4 levels below the target: Tasks & Processes, Attitudes, Views-Opinions-Beliefs, Priorities, Awareness-Mindset.

Sub-groups first explore these areas individually, then the entire team connects the insights in sequence, aligns interdependencies, and prioritizes next steps toward the desired culture.

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