IP BEST PRACTICES

Our Manifesto (or WOW)

A best practice shared by InspiringPeople.

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Our Manifesto (or WOW)

A short, actionable manifesto — the company's 'ten commandments' — is a very practical way of providing direction.

Key steps

When it's hard to define an aspired culture in the abstract, it can be enough to agree on a basic code that everyone knows to be true and upholds. Favour positive statements over 'thou shalt not' ones.

Brainstorm a list of mostly positive statements about the cultural essence, cluster them, and choose the top ten democratically through multi-voting. Whether you end up with five or ten matters less than the fact that people engaged in the discussion about the aspired culture.

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