RAK & Co
Integrated Business Solutions

Assessing your company's culture

The number one requirement for managing culture is the decision to do so. Every company creates its own way of managing important issues, with tracking, defined accountability, and an overall commitment to manage effectively. Once a company decides to treat culture like any other serious operating issue, half the battle is won. Once leadership understands that culture is no more puzzling than fixed costs or monthly sales, they can start to manage culture with the same vigor.

Given the nature of culture, leadership needs to recognize *symptoms* of cultural health and be able to distinguish good culture from bad culture. Culture can decay slowly as poor decisions are made or the wrong people are put in leadership. Understanding the symptoms permits management to spot problem areas and intervene before it is too late. We consider "healthy" and "unhealthy" aspects of each symptom. Life, of course, is a continuum and most companies will be somewhere in the middle. But taken together, these diagnostics give a clear and compelling picture of the state of a company's culture.

This assessment tool is designed to be the first step in understanding your company's culture. It complements our book, **Creating a Culture of Profitability (CCOP)**, which presents our ideas in depth, but the diagnostic instrument is useful on its own. Our model of culture, however, is different than the current ones in the business literature.

The results are designed to give insight. CCOP outlines numerous remedies and gives detailed suggestions and how to implement them. We are confident that business leaders will come up with their own solutions, once they have a deeper understanding of what constitutes a profitable culture and how well their company reflects these values.

Instructions

There is a separate tab for each major part of a company's culture. There are several diagnostics on each tab. *Put an "x'" (or any entry)* where you think your company falls on the particular attribute.
- If you do not think an attribute is relevant to your company, put an "x" in the NA column
- The scale is a simple Red/Yellow/Green with gradations
  > RED means there are serious problems that hurt the company's abilities to achieve its goals
  > YELLOW means there are some problems,that can be "worked around" with some effort
  > GREEN means this value is healthy and helps progress
- The spreadsheet will keep a running tab as you go along
- If you are unsure how to answer a question, leave it blank, it will not be counted in the averages
- The overall results are in the Summary tab at the end

Everything is locked except where you input your assessments. This is to avoid changing the code by mistake, not for security. There is no password, so you can "unprotect" the sheet. We suggest you make a backup copy.

If you wish to learn more:

The first chapter may be downloaded for free here.

A hard copy or Kindle version can be purchased here from Amazon.

Or a copy is also available on iTunes.

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