

# START WITH CULTURE



Everyone is talking about organizational culture, but it can be elusive and difficult to define. You need a tool for measuring it and a framework for talking about it. Culture is the strongest driver of leadership and employee behavior and expectations everyday. There are many reasons to interpret these “Unwritten Rules of Engagement.”

*Looking to create a workspace that supports your unique business?  
Wish you could confirm your 'gut feel' about a proposed merger?  
Need to integrate dynamics between teams?  
Ready to create authentic brand messages, not just more fluff?*



## Introducing CultureTalk for Organizations

This online assessment uses a simple, story-based framework to identify strengths and shadows through 12 Archetypal storylines.

### The CultureTalk Survey

Survey your entire team or a representative sample. Use demographic questions to customize your report, comparing groups of employees across locations, departments, tenure and more.

### What can be measured, can be molded.

Integrate cultural insights into strategic action plans:

- Growth, change and culture shift initiatives
- Space design to enhance experiences and outcomes
- Organizational and employment brand positioning
- Recruiting and retention

*Like a story where we all know the plot, Archetypes help us meet on the same page with a resounding, "Oh, I understand."*

