CULTUREFACTORS®

CultureMap
Engineer better business outcomes with organizational data

The more you understand about how your organization's culture and climate are constructed, the better you can address the barriers to your company's strategy and performance.

CultureMap serves as an organizational x-ray, giving you a glimpse into the inner workings of your company not visible from the surface.

But CultureMap does more than capture a picture of your company. It gives you insight into how to build real change for your organization—identifying the culture and climate necessary to achieve your strategic objectives.

ABOUT CULTUREMAP

CultureMap is an organizational culture assessment designed to address today's business challenges.

The interactive employee survey measures both climate and culture to reveal the entire scope of your organization. Climate analytics evaluate your business processes, which impact outcomes. Culture analytics assess your corporate values and approach, which affect sustainability.

Sophisticated reporting allows you to drill down within your organization, comparing groups and benchmarking between groups. The results are snapshots of what your employees see, and in turn what form their values, beliefs and expectations about your company.
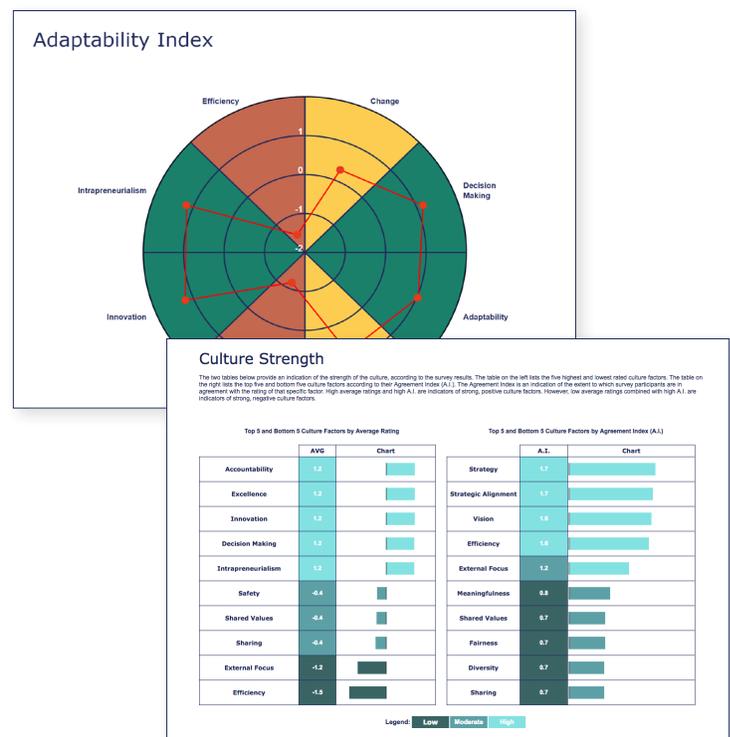
HOW IT WORKS

Your business objectives evolve constantly. CultureMap is a survey tool that gives you the insight to accomplish them.

CultureMap measures your overall climate and culture strength while also identifying their weaknesses. Specific dimensions of your organization are assessed to identify both areas of alignment and disagreement.

The survey gives you the ability to see what climate and culture dimensions look like from the standpoint of your employees and leaders. Your results are mapped back to organizational competencies in order to identify the gaps between where you are today and where you need to be.

This intuitive insight is architected into an action plan for leaders at all levels of your company—allowing your organization to realize meaningful change.
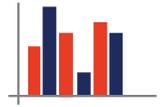
1. Begin engagement

2a. Organizational discovery: interviews with executives, stakeholder focus groups, strategy maps and employment brand
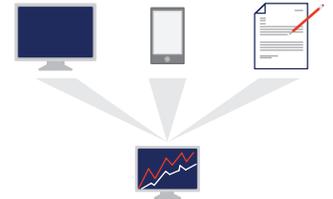
2b. Defining business outcomes and metrics

3. Configure CultureMap survey

4. Define organizational structure, survey participants and reports

5. Collect data through online, mobile and paper

John Q Employee

6. Reporting and analytics

7. Action planning (coaching, training and strategy)

THE CULTUREMAP DIFFERENCE

Your language:
Language, like culture, is unique to every organization. Your company's specific language is used in maps and reports, making them easy to understand and share with your peers and other stakeholders.

Analytics with context:
CultureMap's analytics show your data in the context of your business challenges. We start with a blank canvas, collecting your unique inputs and creating a diagnostic to guide you through the next steps of your strategy.

Tailored framework:
CultureMap builds a behavioral change framework beyond the survey report. The framework identifies capability gaps as well as behavioral changes needed to accomplish your strategic culture and climate objectives.

ONE TOOL, MULTIPLE USES

Brand building | Employee value proposition (EVP) development | Mergers and acquisitions | Turnarounds | Capability building
Cultural transformation | Globalization and inclusion | Spinoffs and startups

Ready to transform, grow and engineer your culture?
Contact CultureFactors Today

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