

The Corporate Culture Mapping Tool - Overview

Revision: 10-Dec-2020

The **Corporate Culture Mapping tool** allows you to map out the culture of your organization on the eight Culture Map scales presented by Erin Meyer in her book: 'The Culture Map'.

You do that by dividing your group into small teams and have them debate separately and then together where they believe your organizational culture falls on each of the Culture Map scales in order to come up with your organization Corporate Culture map.

It is important to have groups that are made up of individuals that are both culturally representative of your organization and also knowledgeable of it's culture and values.

Each group uses this tool to plot the positions of the organizational culture. The tool then allows you to view the maps developed by each group on one chart and create a final corporate culture map.

Once the corporate culture map is complete you can compare it to the maps of the various countries you are working with.

Each group will do this exercise separately and will then get together (virtually or physically) to compare their results dimension-by-dimension in order to create together your organization's Corporate Culture Map (on a scale of 1 to 100).

The Corporate Culture Mapping Tool

by Erin Meyer

The Corporate Culture Mapping tool allows you to map out the corporate culture of your department or organization on the eight Culture Map scales through small group discussion.

You will be divided into small teams and have them debate where they believe the organizational culture falls on the Culture Map scales.

Each group uses this tool to plot the positions of the organizational culture as they see it.

The tool then allows you to view the maps developed by each team on one chart and create a final corporate culture map. Once the corporate culture map is complete you can compare it to the maps of the various countries you are working with.

Results are immediate and can be saved and printed if you wish to do so. A brief explanation of all 8 dimensions is also given at the end of the results page so that you can make sense of your results.

1. COMMUNICATING

50

Note: Slide the marker to the position that best represents your group.



Low-context	High-context
Good communication is precise, simple and clear. Messages are expressed and understood at face value. Repetition is appreciated if it helps clarify the communication.	Good communication is sophisticated, nuanced and layered. Messages are both spoken and read between the lines. Messages are often implied but not plainly expressed.

Next

You will repeat the same process for all 8 dimensions, one after the other.

The Corporate Culture Mapping Tool

2. EVALUATING

65

Note: Slide the marker to the position that best represents your group.

Direct Negative Feedback Negative feedback to a colleague is provided frankly, bluntly, honestly. Negative messages stand alone, not softened by positive ones. Absolute descriptions are often used when criticizing. Criticism may be given to an individual in front of a group.	Indirect Negative Feedback Negative feedback to a colleague is provided softly, subtly, diplomatically. Positive messages are used to wrap negative ones. Qualifying descriptors are often used when criticizing. Criticism is given only in private.
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Next

The Corporate Culture Mapping Tool

8. PERSUADING

80

Note: Slide the marker to the position that best represents your group.

Principles First Individuals have been trained to first develop the theory or complex concept before presenting a fact, statement, or opinion. The preference is to begin a message or report by building up a theoretical argument before moving on to a conclusion. The conceptual principles underlying each situation are valued	Applications First Individuals are trained to begin with a fact, statement or opinion and later add concepts to back up or explain the conclusion as necessary. The preference is to begin a message or report with an executive summary or bullet points. Discussions are approached in a practical, concrete manner. Theoretical or philosophical discussions are avoided in a business environment.
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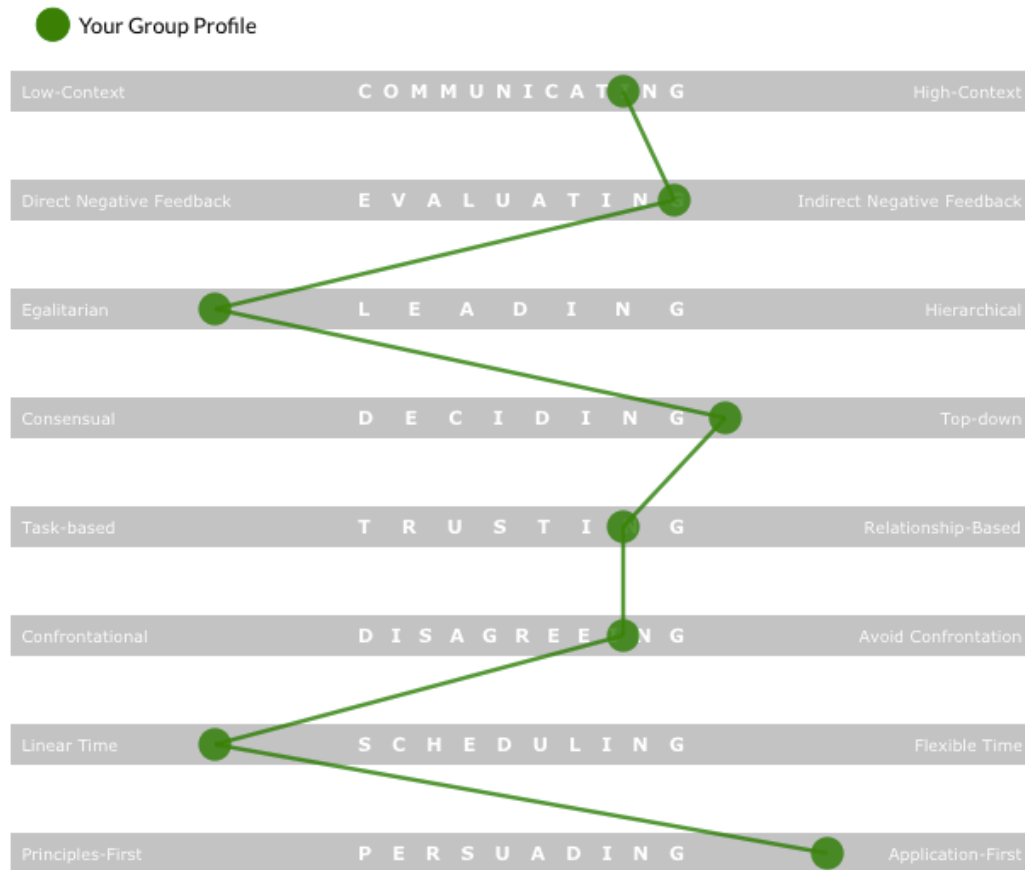
* The Persuading scale does not plot all world cultures as the concept of Applications-first and Principles-first only applies to western environments. Asian cultures, for example, are Holistic and neither Applications-first nor Principles first. For this reason the Persuading scale will not appear on the map when some countries are plotted

Next

Note: We are only showing 3 of the 8 dimensions here (Communicating, Evaluating and Persuading) because the process is the same for each of the 8 dimensions.

What's Your Corporate Culture Profile? - Results

To compare your Group Profile with more countries, you can [switch between Fixed and Dynamic Mapping Views](#)



Select other groups to compare your results with theirs.

You can select a maximum of 7 at one time, including your group.

Other Groups

Compare

The results page details the outcome of your Group responses along the 8 dimensions that comprise the Culture Map.

Once all groups have completed this exercise, you will go thru the results together (either virtually or face to face) with the other groups, one dimension at a time. Each group's position will also be shown for each dimension. This should lead to discussions among all the participants so as to determine what the final Company's position for each dimension is.

The Corporate Culture Mapping Tool : Facilitator

by Erin Meyer

2. EVALUATING

50

● move this marker to a value that best represents your Organization. ● 65 is your Organizations calculated distinct average value.



Group Names: SOUTH: 55 WEST: 65

Show/Hide Groups Values

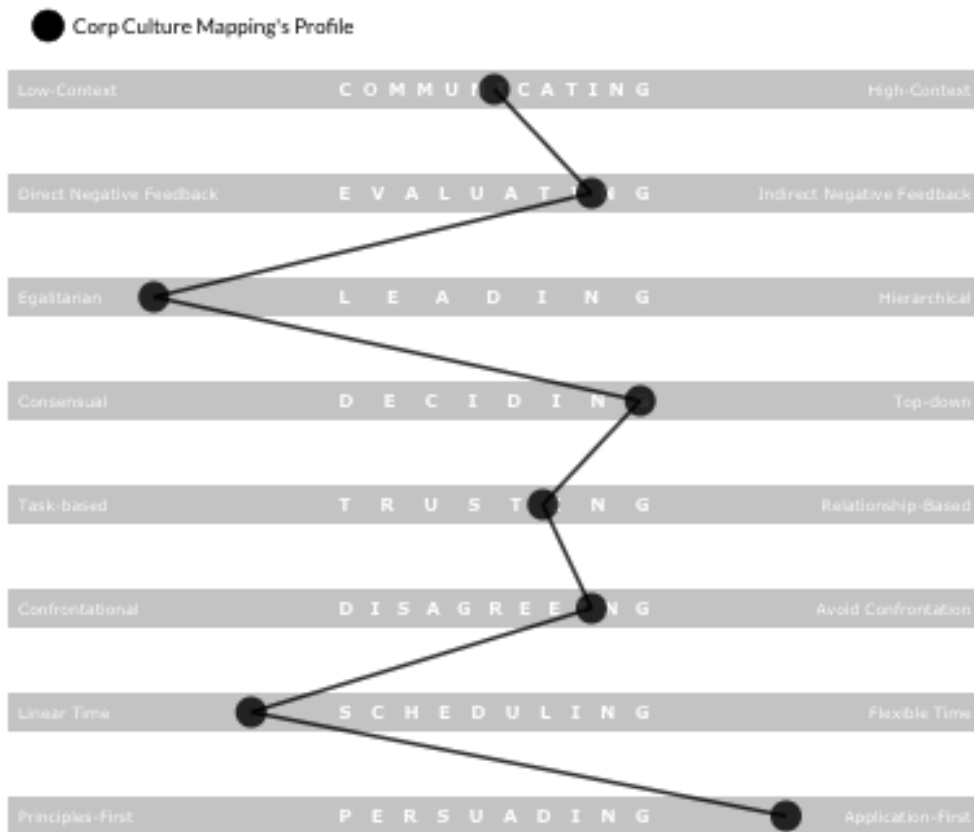
Next

➤ Final Results

Once this process has been completed for all 8 dimensions, the Corporate Culture Profile for your Company will be presented.

What's Your Corporate Culture Profile? - Results

To compare the Corporate Culture Profile with more countries, you can [switch between Fixed and Dynamic Mapping Views](#)



Select the Individual groups to compare with the Corporate Culture profile.

You can select a maximum of 7 at one time, including the Corporate Profile.

Groups

SOUTH
WEST

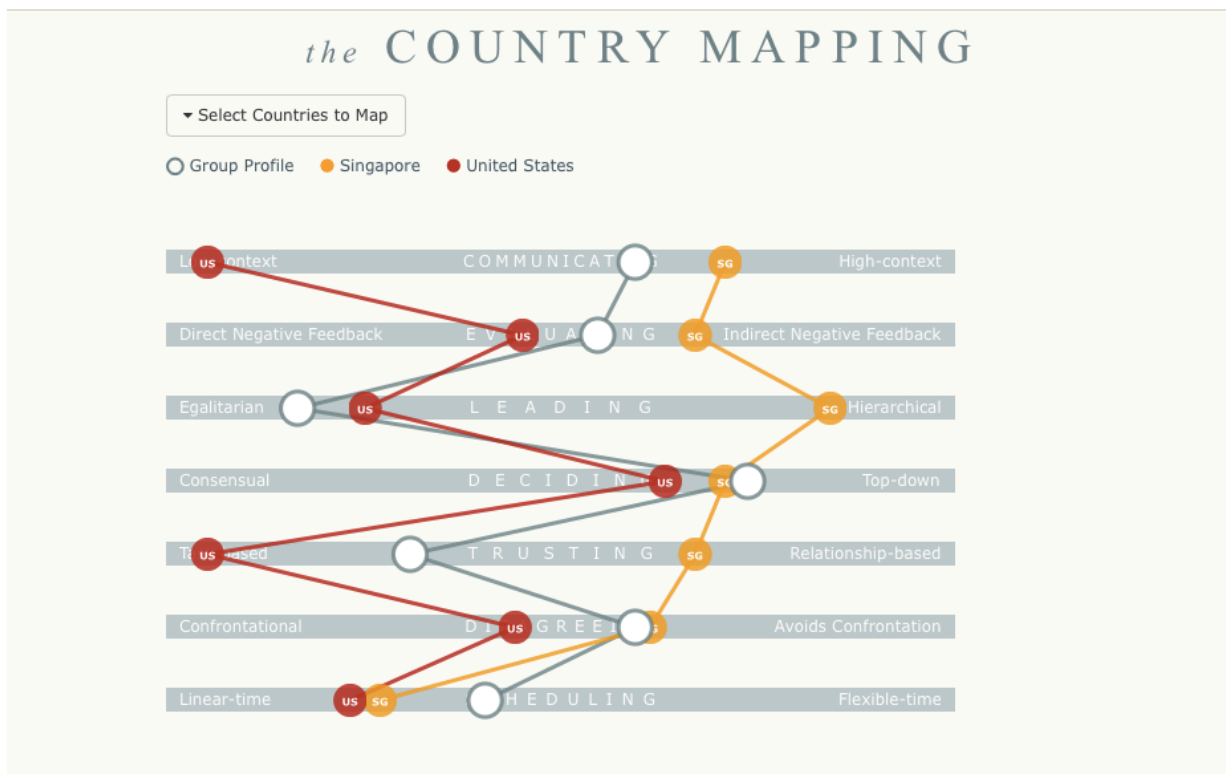
Compare

- Comparison between your Company culture and that of other countries.

The Results page allows you to compare the Corporate Culture Map results with those of each of the individual groups as well as with that of the more than 60 country profiles we have on file (in the below example, Singapore and The United States were selected).

What's Your Corporate Culture Profile? - Results

To compare your Group Profile with more countries, you can [switch between Fixed and Dynamic Mapping Views](#)



For an example of how the above exercise was used by Netflix to map out its corporate culture (and use it to make the necessary local adjustments to its culture to function better in the countries they have offices in), please read chapter 10 of 'No Rules Rules: Netflix and the Culture of Reinvention' by Reed Hastings and Erin Meyer.