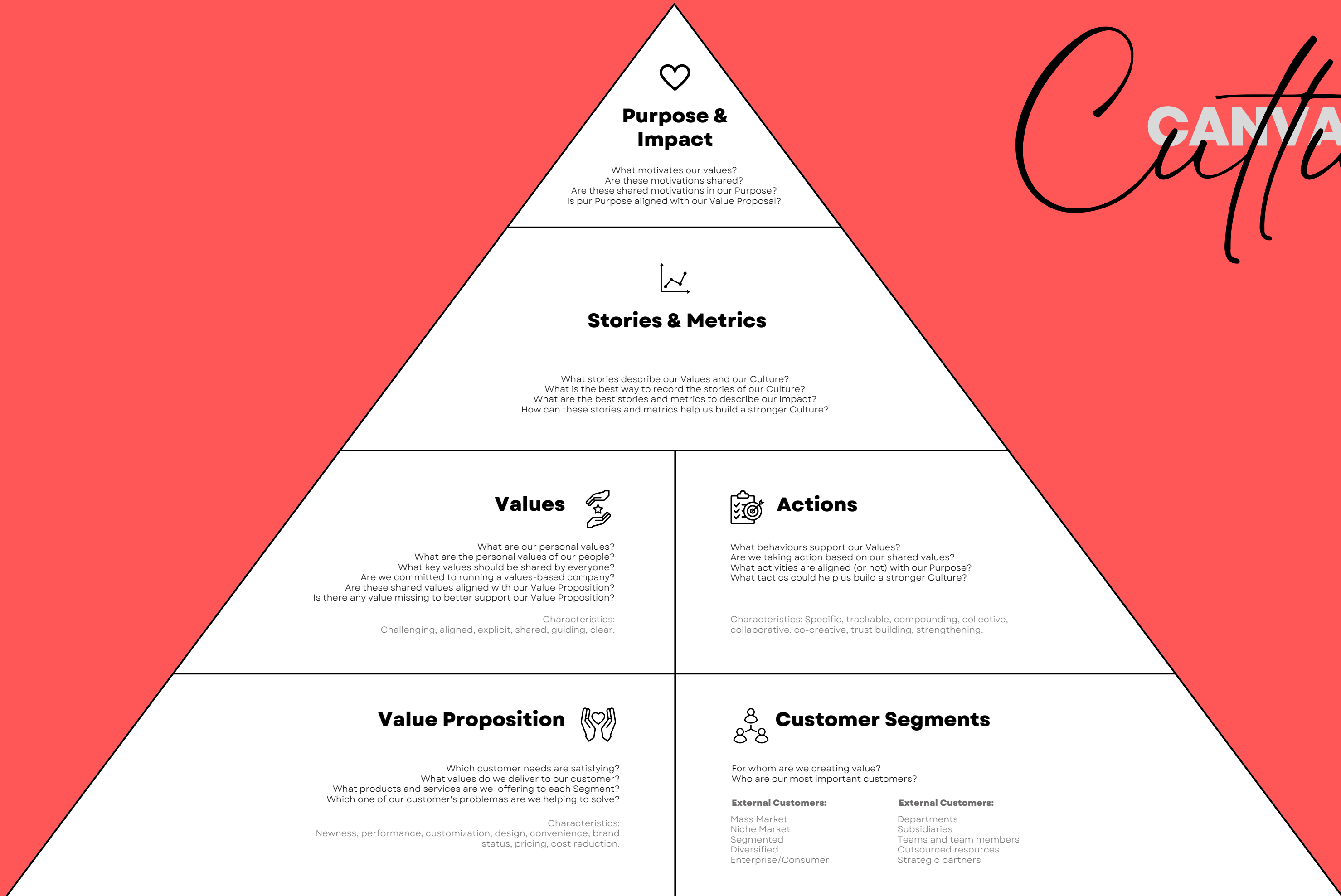


# CANVAS Culture



## Purpose & Impact

What motivates our values?  
 Are these motivations shared?  
 Are these shared motivations in our Purpose?  
 Is our Purpose aligned with our Value Proposition?



## Stories & Metrics

What stories describe our Values and our Culture?  
 What is the best way to record the stories of our Culture?  
 What are the best stories and metrics to describe our Impact?  
 How can these stories and metrics help us build a stronger Culture?

## Values



What are our personal values?  
 What are the personal values of our people?  
 What key values should be shared by everyone?  
 Are we committed to running a values-based company?  
 Are these shared values aligned with our Value Proposition?  
 Is there any value missing to better support our Value Proposition?

Characteristics:  
 Challenging, aligned, explicit, shared, guiding, clear.



## Actions

What behaviours support our Values?  
 Are we taking action based on our shared values?  
 What activities are aligned (or not) with our Purpose?  
 What tactics could help us build a stronger Culture?

Characteristics: Specific, trackable, compounding, collective, collaborative, co-creative, trust building, strengthening.

## Value Proposition



Which customer needs are satisfying?  
 What values do we deliver to our customer?  
 What products and services are we offering to each Segment?  
 Which one of our customer's problems are we helping to solve?

Characteristics:  
 Newness, performance, customization, design, convenience, brand status, pricing, cost reduction.



## Customer Segments

For whom are we creating value?  
 Who are our most important customers?

**External Customers:**  
 Mass Market  
 Niche Market  
 Segmented  
 Diversified  
 Enterprise/Consumer

**External Customers:**  
 Departments  
 Subsidiaries  
 Teams and team members  
 Outsourced resources  
 Strategic partners

♥  
**Purpose & Impact**

📈  
**Stories & Metrics**

**Values** 🤝

📋 **Actions**

**Value Proposition** 🤝

👥 **Customer Segments**

**CANVAS**  
*Culture*