

MINI CULTURE AUDIT

1. OUR ORGANIZATION MOST HIGHLY VALUES PEOPLE WHO ARE:

- A. Trustworthy
- B. Independent
- C. Intelligent
- D. Hardworking
- E. Resourceful in getting around the rules
- F. Catalysts for change
- G. Down to earth
- H. Lovable
- I. Fun
- J. Caring
- K. Creative
- L. Politically Astute

6. WE MOST WANT OUR CUSTOMERS TO VALUE OUR:

- A. Trustworthiness
- B. Pioneering spirit
- C. Expertise
- D. Can-do-spirit
- E. Revolutionary spirit
- F. Capacity to work miracles
- G. Common touch
- H. Sense of style
- I. Sense of fun
- J. Selflessness
- K. Creativity
- L. Solid reputation

2. OUR ORGANIZATION PRIDES ITSELF ON:

- A. Keeping people safe
- B. Innovation
- C. Continual learning
- D. Making a difference in the world
- E. How much we get away with
- F. Pulling rabbits out of hats
- G. How egalitarian we are
- H. How well we get along with one another
- I. How much fun we have
- J. The way we care for others
- K. How imaginative we are
- L. Our power and prestige

7. THE PRODUCTS/SERVICES WE OFFER ARE USED TO:

- A. Be renewed
- B. Assert their individuality
- C. Learn
- D. Excel
- E. Thumb their noses at convention
- F. Influence others
- G. Fit in
- H. Find or express love
- I. Enjoy themselves
- J. Nurture
- K. Express their creativity
- L. Fulfill their responsibilities

3. OUR LEADERS BELIEVE IN:

- A. Following established rules
- B. Blazing a new trail
- C. Ongoing research
- D. Being the best
- E. Being free to be unconventional
- F. Being agents of transformation
- G. The dignity of the common man/woman
- H. The importance of love and friendship
- I. Enjoying the work itself
- J. Being of service to the world
- K. Expressing their creativity
- L. Taking responsibility for the good of the whole

8. THE MOST EFFECTIVE MARKETING FOR OUR PRODUCTS/SERVICES IS ASSOCIATED WITH:

- A. The simple life
- B. Untamed nature
- C. Wise people
- D. Machinery
- E. Edgy images
- F. Magical moments
- G. Ordinary people
- H. Sensuality
- I. Joking around
- J. Home and family
- K. Artistry
- L. Prestige

4. OUR PRODUCTS/SERVICES HELP PEOPLE FEEL:

- A. Safe
- B. Unique
- C. Knowledgeable
- D. Capable
- E. Wild
- F. Magical
- G. OK just as they are
- H. Attractive
- I. Happy
- J. Caring
- K. Artistic
- L. Powerful

9. WHAT DIFFERENTIATES OUR ORGANIZATION FROM OTHERS IS:

- A. Its greater wholesomeness
- B. A more individualized approach
- C. Better research and quality testing
- D. Its toughness
- E. How revolutionary it seems
- F. The way it transforms lives
- G. How affordable/accessible it is
- H. How luxurious it is
- I. How much fun it is
- J. That it enhances their ability to care well for others
- K. How stylish it is
- L. The prestige it confers

5. OUR ORGANIZATION HELPS PEOPLE:

- A. Do virtuous things
- B. Have new experiences
- C. Learn about themselves and the world
- D. Achieve
- E. Express their outrageous side
- F. Transform situations
- G. Fit in
- H. Find love
- I. Have a good time
- J. Take care of others
- K. Express themselves
- L. Control situations

10. IF OUR ORGANIZATION WERE A PERSON, HE/SHE WOULD BE:

- A. A simple good person
- B. A rugged individualist
- C. An expert or guru
- D. A winner
- E. A really wild guy or gal
- F. A miracle worker
- G. An ordinary Joe or Jane
- H. A leading lady or man
- I. A cut-up
- J. Caring, unselfish, nice guy/gal
- K. An artist
- L. The boss

MINI CULTURE AUDIT

Please answer the questions on the back of this sheet by selecting your three top answers for each and placing check marks in the scoring grid below. Total your score by adding the checks in each column, and then write the letters of the three highest results in the spaces provided.

Question	A	B	C	D	E	F	G	H	I	J	K	L
<i>Example</i>			✓		✓							✓
1												
2												
3												
4												
5												
6												
7												
8												
9												
10												
<i>TOTAL</i>												

TOP 3 RESULTS

1	2	3

