



## 1 Purpose: The Cause

The first step in the Culture Canvas is to define your ONE purpose - what you do, where you're going and the rules of the game - the reason your organisation exists and how you are going to behave. What's the cause that you're fighting for?

## 2 Team: The Players

The second step is to get the right people on the bus who are not only capable but also have the right character. People who will contribute to bringing your culture to life, together. Who are the players?

## 3 Voice: The Words

The third step is to watch your language and make your communications consistent with your values. Do your marketing and internal comms truly reflect who you are? Select the words very carefully.

## 4 System: The Actions

The final step of the Culture Canvas is to design the ways of working that reinforce the behaviours you want. Do your metrics and rewards reflect your values? Do your environment and your policies all help to execute your purpose? How will people behave?