

## Cultural “By Design” Questionnaire

“What does Culture look like?”

1. Consider the USA as an example of Societal Culture
  - a. The USA is known as the country that values Liberty and Justice
  - b. Liberty and Justice are symbolized by the American Flag
  - c. Citizens of the USA Pledge Allegiance to Flag & Country, as an outward commitment to protecting “Liberty and Justice for all”



2. Consider your company’s Corporate Culture (Corporate Integrity)
  - a. Your Company is known as the organization that Values \_\_\_\_\_?  
(i.e., What is the Company known for? What differentiates it from its competitors?)
  - b. Your Brand Mark (or Logo) is a symbol that represents what your Company is about
  - c. To what cause or purpose do employees pledge their allegiance?  
(i.e., Does the organization have a Corporate Values Statement? Does the leadership of the organization demonstrate an unwavering commitment to those Values?)



3. Consider your Individual Culture (Personal Integrity)
  - a. What are your Core Values \_\_\_\_\_ / Personal Values \_\_\_\_\_?  
(i.e., How do you approach life? What principles are you demonstrating in your day-to-day actions and behaviors?)
  - b. Your Name associates your Face, which serves to symbolize what you’re about in the mind’s eye of others
  - c. Are you steadfastly faithful in your allegiance to your ideals?  
(i.e., Do you practice your personal integrity? Are you accountable?)

