



Business Culture Worksheet

Culture is the way a group of people does things. As a business leader, **you can influence culture, if you know how it shows up.**

Culture shows up in three ways: **artifacts, behavior, and values.** Review the examples below.

Artifacts	Behavior	Values
<i>Things you can see or hear or touch</i>	<i>Behaviors and actions we can see and experience</i>	<i>Attitudes and assumptions we experience but don't see</i>
<input type="checkbox"/> Business/operations plan <input type="checkbox"/> Budget <input type="checkbox"/> Furnishings and signage <input type="checkbox"/> Music in your store <input type="checkbox"/> Dress code <input type="checkbox"/> Purchase receipts <input type="checkbox"/> Packaging <input type="checkbox"/> Written procedures	<input type="checkbox"/> Opening on time <input type="checkbox"/> How managers talk to employees <input type="checkbox"/> How employees talk to each other <input type="checkbox"/> Body language <input type="checkbox"/> How employees greet customers	<input type="checkbox"/> Attitudes about the customer <input type="checkbox"/> Feelings about being in charge or bossed around <input type="checkbox"/> Unspoken rules about what you can say or do <input type="checkbox"/> Assumptions about punishment

Take a few minutes to think about how you experience culture. If your business is successful, how would you like to see the culture change?

YOUR CULTURE		
Think about your neighborhood culture. What's important to you? What areas would you like to influence?		
Artifacts	Behaviors	Values
Now think about your store culture. What areas would you like to focus on?		