

KNOW YOUR CULTURE

Teams need to understand the water that they swim in. Asking key questions to gain a clear understanding of the organizational culture can assist teams in defining their values, vision and mission. The following questions can be used to consider individual team members perspectives regarding their own understanding of why they do what they do. These questions can also serve to develop an understanding of the team or organizational perspective regarding what they do, how they do it, and why they do it.

Question	Answer
Where have you been? (key organizational/ team historical events)	
Where are you going? (What are your plans for the future of your team/ org?)	
What do we do?	
How do we do it?	
Why do we do it?	
Why statement* (We make contribution A in order to create desired impact B)	
How do the answers above impact how I see my team?	

*For more information about creating a “Why Statement” see Simon Sinek’s book: [Start with Why: How Great Leaders Inspire Everyone to Take Action](#). Sinek, Simon. (2011). *Start with Why: How Great Leaders Inspire Everyone to Take Action*. Portfolio; Illustrated Edition