

# Culture Alignment Map

*How Aligned Are Your Stated and Lived Values?*



*A quick diagnostic for leaders to see where your company's espoused values match - or miss - how they're actually experienced day-to-day.*

<b>Dimension</b>	<b>Diagnostic Question</b>	<b>Observable Behaviours</b>	<b>Alignment Scale</b>
<b>Leadership Actions</b>	<i>Do senior leaders model the values publicly and consistently?</i>	Leaders reference values in decisions, recognition, and communication.	<ul style="list-style-type: none"> <li><span style="color: red;">●</span> Rarely</li> <li><span style="color: orange;">●</span> Sometimes</li> <li><span style="color: green;">●</span> Consistently</li> </ul>
<b>Team Norms</b>	<i>Are team interactions aligned with values (especially under pressure)?</i>	Meetings, feedback, conflict resolution reflect stated values.	<ul style="list-style-type: none"> <li><span style="color: red;">●</span> Rarely</li> <li><span style="color: orange;">●</span> Sometimes</li> <li><span style="color: green;">●</span> Consistently</li> </ul>
<b>Systems &amp; Decisions</b>	<i>Do policies, hiring, promotions, and recognition reflect the values?</i>	Decisions and incentives reward value-driven behaviour.	<ul style="list-style-type: none"> <li><span style="color: red;">●</span> Rarely</li> <li><span style="color: orange;">●</span> Sometimes</li> <li><span style="color: green;">●</span> Consistently</li> </ul>
<b>Customer / Partner Experience</b>	<i>Would an outsider feel your values through your products or service?</i>	Brand behaviour matches internal talk.	<ul style="list-style-type: none"> <li><span style="color: red;">●</span> Rarely</li> <li><span style="color: orange;">●</span> Sometimes</li> <li><span style="color: green;">●</span> Consistently</li> </ul>

# Making Culture Visible

Depth + Action



## Reflection Prompts

- *Which value is most visible day-to-day?*
- *Which one feels aspirational (we talk about it, but don't live it)?*
- *What's one small change that would bring our actions closer to our words?*

## Scoring: Total "green" responses:

- 0–4: **Words without weight.** *Start with leadership modelling. Ones who are close.*
- 5–8: **Partial alignment.** *Close the gaps between talk and systems. Just 2 - 3.*
- 9–12: **Embedded culture.** *Keep it visible and consistent.*

***Real culture is what your people see - not what's written on the wall.***