

Culture Maturity Model

An organisation's culture evolves through stages, from reactive and inconsistent to purposeful and high-performing. Understanding where you currently stand helps identify what actions will strengthen your culture and improve overall productivity.

This model outlines ten key areas that reflect cultural maturity. Tick each statement that best describes your organisation's current state.

1. Vision & Purpose

- ☐ The organisation has no clear or consistent purpose beyond profit.
 - ☐ Purpose is defined but not widely understood.
 - ☐ Employees understand and connect with the company's purpose.
 - ☐ Purpose drives behaviour, decisions, and long-term direction.
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2. Leadership

- ☐ Leadership is reactive and inconsistent.
 - ☐ Leaders communicate expectations but rarely model them.
 - ☐ Leaders demonstrate values through daily actions.
 - ☐ Leadership inspires, empowers, and develops others.
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3. Communication

- ☐ Communication is fragmented and top-down.
 - ☐ Information is shared but lacks clarity or context.
 - ☐ Communication flows freely across teams and levels.
 - ☐ Dialogue is open, transparent, and solution-focused.
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4. Values & Behaviour

- ☐ Values are unclear or rarely referenced.
- ☐ Values exist but are not consistently followed.
- ☐ Employees act in line with the stated values most of the time.
- ☐ Values are deeply embedded in behaviour, decisions, and culture.

5. Accountability

- ☐ Responsibility is often avoided or unclear.
 - ☐ Accountability exists only at senior levels.
 - ☐ Individuals take responsibility for their performance and impact.
 - ☐ Accountability is shared, fair, and drives improvement.
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6. Collaboration

- ☐ Teams work in silos with limited cooperation.
 - ☐ Collaboration happens inconsistently or under pressure.
 - ☐ Teams collaborate effectively on shared objectives.
 - ☐ Collaboration is natural, trusted, and drives innovation.
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7. Employee Engagement

- ☐ Engagement is low, with minimal motivation or initiative.
 - ☐ Engagement depends on individual managers.
 - ☐ Employees are mostly positive and motivated.
 - ☐ Engagement is high, consistent, and self-sustaining.
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8. Learning & Adaptability

- ☐ Change is resisted and learning is rare.
 - ☐ Learning occurs reactively after problems arise.
 - ☐ Continuous learning is encouraged and supported.
 - ☐ The organisation learns, adapts, and innovates constantly.
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9. Wellbeing & Inclusion

- ☐ Wellbeing and inclusion are rarely discussed.
- ☐ Some initiatives exist but lack consistency.
- ☐ Wellbeing and inclusion are actively promoted.
- ☐ A supportive, inclusive culture is fully embedded.

10. Results & Impact

- ☐ Results are inconsistent and rely on individual effort.
 - ☐ Processes improve outcomes but culture limits potential.
 - ☐ Culture contributes directly to stable performance.
 - ☐ Culture and strategy are fully aligned, delivering sustained success.
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Scoring guide for each section

0 Items ticked: Help required.

1 item ticked: It's a start, more work required.

2 item ticked: Great. Keep nurturing it.

3 item ticked: Excellent.

4 item ticked: Awesome.

Next Steps

Use this model to map your organisation's cultural maturity visually or in team workshops. Discuss why certain areas lag behind and what practical actions could move them forward. Culture evolves through deliberate effort and leadership consistency - knowing where you are today is the first step toward where you want to be.

Notes