

CULTURE BUILDING BLUEPRINT

by the



REPURPOSED
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Instructions:

Use this matrix to evaluate your company's current culture and identify areas for improvement. Take notes from each pillar and how incorporating them into your company will benefit it. Define one actionable step to enhance each pillar in your own company.

| Pillar | Notes/Benefits | Action Step |
|---|----------------|-------------|
| Brand Establishment (How well does your company define and communicate its identity?) | | |
| Team Building (How strong is the connection, engagement, and morale within your workforce?) | | |
| Professional Development (How does your company support continuous learning and growth?) | | |
| Community Impact (How does your company engage with your local community?) | | |



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