



# magnetic cultures Process

## DISCOVER

Explore the opportunities and challenges facing your organization.

## DEFINE

Collaborate and clarify top-level goals.

## DETERMINE

Identify the appropriate strategy. Explore initial plan details.

## RECOMMEND

Propose a recommendation. This would include goals, milestones, roles & responsibilities, and estimated financial investment.

## PLAN

Once the recommended proposal is fully aligned, we will further define the plan and next steps.

## EXECUTE

Time to take action! Follow the plan.

## EVALUATE

Review action taken coupled with results to ensure we're on track to impact the organization as intended.

## REVISIT

After the Evaluation phase, we will revisit the initial strategy to determine updates for go-forward.