

Core Culture Alignment Audit

Internal Practices Alignment Audit

STRUCTURE, WORK DESIGN & SYSTEMS						
1 = Extremely Unaligned 2 = Unaligned 3 = Somewhat Aligned 4 = Aligned 5 = Extremely Aligned						
	List each Core Culture attribute in a column below (Purpose, Philosophy, and Priorities)					
To what degree do the following align with the Core Culture...						Item Score (add scores for each row)
1. Does the organizational structure support the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
2. Do job titles reflect the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
3. Does the design of one's work reinforce the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
4. Do the systems for doing work align with the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
5. Does decision making reflect the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
RECRUITMENT & SELECTION						
6. Do recruitment materials reflect the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
7. Do recruitment practices support the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
8. Do you talk about the Core Culture with applicants?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
9. Do you model the Core Culture when meeting with applicants?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
10. Do you interview for culture fit?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
TRAINING & DEVELOPMENT						
11. Do you orient new employees to the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
12. Do you train new employees in the skills to be able to practice the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
13. Do you provide ongoing training to ensure actions meet/exceed standards for living the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
14. Does the way training is conducted model the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	

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Internal Practices Alignment Audit

PERFORMANCE MANAGEMENT						
1 = Extremely Unaligned 2 = Unaligned 3 = Somewhat Aligned 4 = Aligned 5 = Extremely Aligned						
	List each Core Culture attribute in a column below (Purpose, Philosophy, and Priorities)					
To what degree do the following align with the Core Culture...						Item Score (add scores for each row)
15. Do employees have standards for performance linked to the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
16. Do you hold employees accountable for personal action plans that reinforce the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
17. Do you give positive feedback to employees who model the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
18. Do you celebrate the achievement of goals that promote the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
INTERNAL COMMUNICATIONS						
19. Do you disseminate information about the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
20. Does the flow of information align with the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
21. Do leaders regularly talk about and demonstrate the Core Culture principles and values?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
22. Do meetings reflect the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
TECHNOLOGY						
23. Do you use equipment to support the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
24. Does your software effectively support the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
25. Does your intranet align with the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
Core Score (add scores for all questions in each column)						

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Internal Practices Alignment Audit

Recommendations on How to Enhance Internal Practices Alignment

External Practices Alignment Audit

CUSTOMERS						
1 = Extremely Unaligned 2 = Unaligned 3 = Somewhat Aligned 4 = Aligned 5 = Extremely Aligned						
	List each Core Culture attribute in a column below (Purpose, Philosophy, and Priorities)					
To what degree do the following align with the Core Culture...						Item Score (add scores for each row)
1. Do your customers align with the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
2. Do your markets align with the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
PRODUCTS & SERVICES						
3. Do your products align with the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
4. Do your services align with the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
SUPPLIERS, VENDORS & PARTNERS						
5. Do your suppliers and vendors align with the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
6. Do your partners align with the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
Core Score (add scores for all questions in each column)						
Recommendations on How to Enhance External Practices Alignment						

Projections Alignment Audit

NAME / LOGO & SYMBOLS						
1 = Extremely Unaligned 2 = Unaligned 3 = Somewhat Aligned 4 = Aligned 5 = Extremely Aligned						
	List each Core Culture attribute in a column below (Purpose, Philosophy, and Priorities)					
To what degree do the following align with the Core Culture...						Item Score (add scores for each row)
1. Does the organization's name reflect the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
2. Do the logo and symbols reflect and reinforce the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
HEADQUARTERS						
3. Does the location of your corporate headquarters align with the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
LEADER IMAGE						
4. Does the image of the leader align with the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
OFFICES & STORES / DRESS & UNIFORMS						
5. Does the appearance of your offices reflect the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
6. Does the appearance of your stores reflect the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
7. Does the dress/uniform of your employees support the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
MARKETING, PUBLIC RELATIONS & ADVERTISING						
8. Do your marketing activities align with the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
9. Do your PR activities align with the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
10. Does your advertising support the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
11. Do your internet activities align with the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	

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Projections Alignment Audit

COMMUNITY ACTIVITIES						
1 = Extremely Unaligned 2 = Unaligned 3 = Somewhat Aligned 4 = Aligned 5 = Extremely Aligned						
	List each Core Culture attribute in a column below (Purpose, Philosophy, and Priorities)					
To what degree do the following align with the Core Culture...						Item Score (add scores for each row)
12. Do your community activities align with the Core Culture?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
Core Score (add scores for all questions in each column)						
Recommendations on How to Enhance Projections Alignment						