**What is "Company Mapping?"**

(Updated: April 19, 2017)

Company mapping is a way for a small business owner or an entrepreneur (or a consultant serving one of these business leaders) to assess where their enterprise stands versus the culture they would like to create.

**Purpose of a Culture Map**

* Indicate the most important culture values
* Determine any "gaps" that exist between the current culture and the desired culture
* Identify opportunities to enhance the company culture

There are many different forms of culture maps, and many different processes that a small business can use to create their own culture map.

The method offered here is original, created specifically for the Micro-Enterprise Credential. Pictured on the next page, this culture map indicates the values most important to the organization . . . "maps" where research indicates the organization's culture stands today, versus where the entrepreneur / business leader wants the culture to be . . . and provides insights into the best next steps the company can take to enhance its culture.

Business leaders can implement this approach to culture mapping in three steps:

1. specify key culture values - using the list provided below *plus any other key culture values you think is important,* determine the five culture values you believe are the most critical to achieving your organizational vision:
2. assign rankings for each culture value - using research and "gut feel," develop a ranking of where you believe the organization stands *now* in terms of exhibiting that culture value;
3. develop action steps to address culture gaps - culture gaps are the area between top rankings on each culture value and the company's assigned rank. *Leaders and their advisors should review the map . . . examine the culture gaps . . . and develop a series of next steps the organization can use to enhance the company culture.*

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| **Culture Value** | **Definition** |
| Adaptive | Able to adjust nimbly to changes in the marketplace, evolving technologies or emerging customer needs |
| Caring | Nurturing to employees and stakeholders, focused on giving employees support and purpose |
| Collaborative | Emphasizing teamwork, seeking opportunities for team members to work together to achieve business priorities |
| Communicate | Relentless employee communication, frequent updates on emerging issues and company performance |
| Experimental | Seeking opportunities to try new things, a fearless curiosity that emphasizes innovation over efficiency |
| Flexible | A willingness to explore, reacting to emerging opportunities in new ways that seem appropriate at the time |
| Fun | Focusing on employee enjoyment and fulfillment, emphasizing ways work can create joy and laughter |
| Innovative | Drive to stay on the cutting edge, a focus on how technology and new processes can keep the organization in front |
| Inspirational | Appealing to a higher cause, finding ways that work can address spiritual and emotional priorities |
| Passionate | Deep association between work and personal fulfillment, a deep-seated dedication to organizational success |
| Persistent | Unwillingness to give up even under stress, a bulldog-like determination to overcome any obstacle |
| Resilient | Ability to overcome adversity and stay focused on company goals, refusal to respond negatively in any situation |

Blank Culture Map

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Company Name |  | | | | | | | | | | |
| Company Vision |  | | | | | | | | | | |
| **Ratings (listed in priority order)** | | | | | | | | | | | |
| **Weakness** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **Strength** |
| Value #1 |  |  |  |  | Create ratings based on a combination of research and "gut feel."   * Fill cells with green if the rating is 7 - 10. * Fill cells with yellow if the rating is 4 - 6. * Fill cells with red if rating is 1 - 3.   *The uncolored / red areas are the "culture gap" that should be addressed.* |  |  |  |  |  |  |
| Value #2 |  |  |  |  |  |  |  |  |  |  |  |
| Value #3 |  |  |  |  |  |  |  |  |  |  |  |
| Value #4 |  |  |  |  |  |  |  |  |  |  |  |
| Value #5 |  |  |  |  |  |  |  |  |  |  |  |
| **Gaps** |  | | | | | | | | | | |
| **Action Steps** |  | | | | | | | | | | |

Sample Culture Map

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Company Name | **The Revere Group** | | | | | | | | | | |
| Company Vision | *Revolutionize emergency response through phone apps that issue danger alerts, coordinate emergency response teams and keep families safe* | | | | | | | | | | |
| **Ratings (listed in priority order)** | | | | | | | | | | | |
| **Weakness** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **Strength** |
| Innovative |  |  |  |  |  |  |  |  |  |  |  |
| Experimental |  |  |  |  |  |  |  |  |  |  |  |
| Collaborative |  |  |  |  |  |  |  |  |  |  |  |
| Inspirational |  |  |  |  |  |  |  |  |  |  |  |
| Resilient |  |  |  |  |  |  |  |  |  |  |  |
| **Gaps** | We have a great track record of creating innovative apps, and our team members believe our business success will save communities and lives. Our gaps: a) our team members could work together more effectively; b) we could show more positive spirit when we don't have initial successes | | | | | | | | | | |
| **Action Steps** | 1) Weekly technology evolution meetings (more experimental, collaborative); 2) "Failure Parties" (show that we won't be discouraged) | | | | | | | | | | |