



Crafting Your Corporate Culture

Corporate culture can mean something very different to a diverse group of people. An external impartial facilitator brings objectivity to help your organization define its current culture and vision for the future by answering questions like “Why do we want to change our current corporate culture?” and “What do we want it to be in the future?” Facilitators will coordinate the surfacing and evaluation of ideas, enhance group creativity, and aid consensus building through:

- 1 Assisting in developing ground rules that create a safe, affirming environment
- 2 Insuring all members have equal opportunity to express their thoughts and ideas
- 3 Helping the group clarify its goals and develop agenda based on those goals
- 4 Remaining sensitive to the individual needs of group members
- 5 Helping all group members exercise leadership functions while accomplishing the tasks of the group