



1. PURPOSE

Why an organization exists beyond making money.



2. VALUES

Shared beliefs about what's most important.



3. BEHAVIORS

Choices made by employees, guided by purpose and values.

HOW TO DESIGN A COMPANY CULTURE EMPLOYEES LOVE



6. CUES

Reminders that help employees stay connected to the future.



5. RITUALS

Group activities that build and strengthen relationships.



4. RECOGNITION

Programs that encourage culture-aligned behaviors.