**CULTURE STRATEGIC PLAN TEMPLATE**

**Example:**

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| **Objective 1: Solidify culture fundamentals.** | | | | |
| **Goals** | **Activities** | **Timeline** | **Lead** | **Resources** |
| Bring together the team of culture champions to lead the focus on culture. | 1. Determine the process for selecting team members. 2. Select team members. | August 1 | James |  |
| Create the foundation for the culture from which to build. | 1. Finalize social vision. 2. Finalize values and descriptions. 3. Locate and approve corresponding picture for each value for posters. 4. Determine venue for advertising values (e.g., booklet, poster, and video). 5. Create, publish, and distribute. | November 1 | James and culture champions |  |

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| **Objective 2: Develop rewards system for those who exemplify values.** | | | | |
| **Goals** | **Activities** | **Timeline** | **Lead** | **Resources** |
| Add values to already existing performance management processes. | 1. Add values to annual performance evaluation. 2. Work closely with leaders, managers, and supervisors to coach employees not living the values. 3. Add values to corporate policy handbook. | October 1 | James |  |
| Implement an additional rewards system outside  of performance management. | 1. Brainstorm process for rewards system and rewards we will offer. 2. Determine next steps for implementation. | October 15 | James and culture champions |  |
| Develop method for employees to acknowledge each other. | Research and brainstorm ideas to present to the CEO. | December 1 |  |  |

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| **Objective 3:** | | | | |
| **Goals** | **Activities** | **Timeline** | **Lead** | **Resources** |
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| **Objective 4:** | | | | |
| **Goals** | **Activities** | **Timeline** | **Lead** | **Resources** |
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