



CultureTalk™
An Archetype Survey System

OUR CULTURE

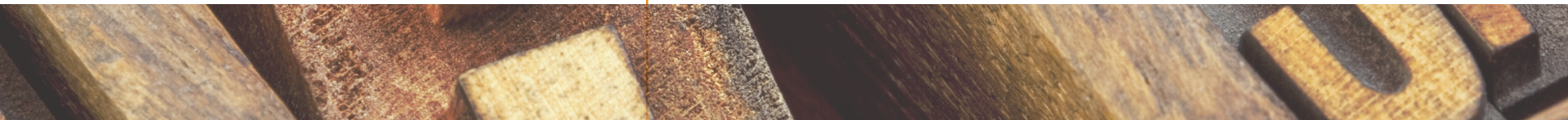
#CultureCode



ALLEGORY™



WHY CULTURE? WHY NOW?



No longer is business solely about profits and paychecks; people crave something deeper.



As technology breaks down barriers, we are experiencing a huge cultural movement toward interactions and experiences that are transparent & meaningful.

WE BELIEVE CULTURE IS THE TRUE VOICE OF
AN ORGANIZATION.



WE BELIEVE CULTURE IS THE TRUE VOICE OF
AN ORGANIZATION.

DEFINING OUR CULTURE HELPS US:

- › Make smart decisions about growth and change
- › Attract and engage the right team members
- › Define and maintain an authentic brand
- › Communicate more effectively
- › Operate from a place of shared vision and values



Culture through the lens of

ARCHETYPES

We measure underlying cultural patterns and
interpret them through
12 Archetypes.



Culture through the lens of

ARCHETYPES

We measure underlying cultural patterns and
interpret them through
12 Archetypes.

These archetypes add structure and depth to our
passions, motivations, shadow sides and strengths.
Like a story where we all know the plot, they help
us meet on the same page with a resounding,

“Oh, I understand.”

THE 12 ARCHETYPES

Guiding brands, cultures and marketing strategies.



Our #CultureCode

Part declaration. Part aspiration.



A hand is shown pointing towards the center of the image. The background is a dark grey with a network of white dashed lines connecting circular nodes. A vertical white line is positioned to the left of the text. The text is centered horizontally and reads "IT'S WHO WE ARE & WHAT WE ARE CREATING".

IT'S WHO WE ARE & WHAT WE ARE CREATING



AUTHENTICITY
PASSION
LEARNING
IMPACT
INTERSECTION
EXPRESSION

WHEN WE HAVE TRUST AT THE TABLE,
PARTNERSHIPS THRIVE.

AUTHENTICITY

PASSION

LEARNING

IMPACT

INTERSECTION

EXPRESSION



WHEN WE HAVE TRUST AT THE TABLE,
PARTNERSHIPS THRIVE.

& HONESTY
RESPECT
COME FIRST;

for ourselves
our colleagues, and
our clients.

AUTHENTICITY

WHEN WE HAVE TRUST AT THE TABLE,
PARTNERSHIPS THRIVE.

WITH
COURAGE,
we get in the trench
together. Vulnerability
works better in good
company.



AUTHENTICITY

WITH COURAGE,

we get in the trench
together. Vulnerability
works better in good
company.

We take 100% responsibility
for being 100% truthful.

AUTHENTICITY

The image features a dramatic sunset scene with a bright orange and yellow sun low on the horizon, casting a long, horizontal glow across the sky. The sky is filled with soft, wispy clouds. In the foreground, the dark silhouettes of two people are shown climbing a steep, rocky cliff face. One person is higher up, reaching out to assist the other. The overall mood is one of teamwork and overcoming challenges. The word 'AUTHENTICITY' is overlaid in large, semi-transparent white capital letters at the bottom of the image.

WE
EMBRACE
OUR
UNIQUE
PURPOSE.

We'll change the world
(and ourselves) as we
pursue it.



AUTHENTICITY

WE EMBRACE OUR UNIQUE PURPOSE.

We'll change the world
(and ourselves) as we
pursue it.

From great news to big
challenges: we share the
details, on time and with
intention.



AUTHENTICITY

FROM THE HEAD, THE HEART OR THE GUT,
WE VALUE INTUITION AS A BUSINESS SKILL.



AUTHENTICITY

PASSION

LEARNING

IMPACT

INTERSECTION

EXPRESSION



WE LAUGH.
WE CRY.
WE CARE.

PASSION



WE LAUGH.
WE CRY.
WE CARE.

PASSION

We're driven to do impeccable work.

WE SHOW UP EACH DAY FOR THE 4 Cs

- › our colleagues
- › our clients
- › our craft



PASSION

& the chocolate.



PASSION

A stack of broken chocolate bars is shown on a bed of cocoa powder. The chocolate is dark and appears to be broken into several pieces, with some showing the lighter-colored filling or texture inside. The cocoa powder is finely ground and piled up around the base of the chocolate stack. The background is a soft, warm brown color, creating a rich and indulgent atmosphere.

& the chocolate.

The safety, health and
happiness of the team
are never left to chance.

PASSION

OUR SMART TOOLS AND SKILLED TEAM
CREATE DEEP UNDERSTANDING.



AUTHENTICITY
PASSION
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EXPRESSION

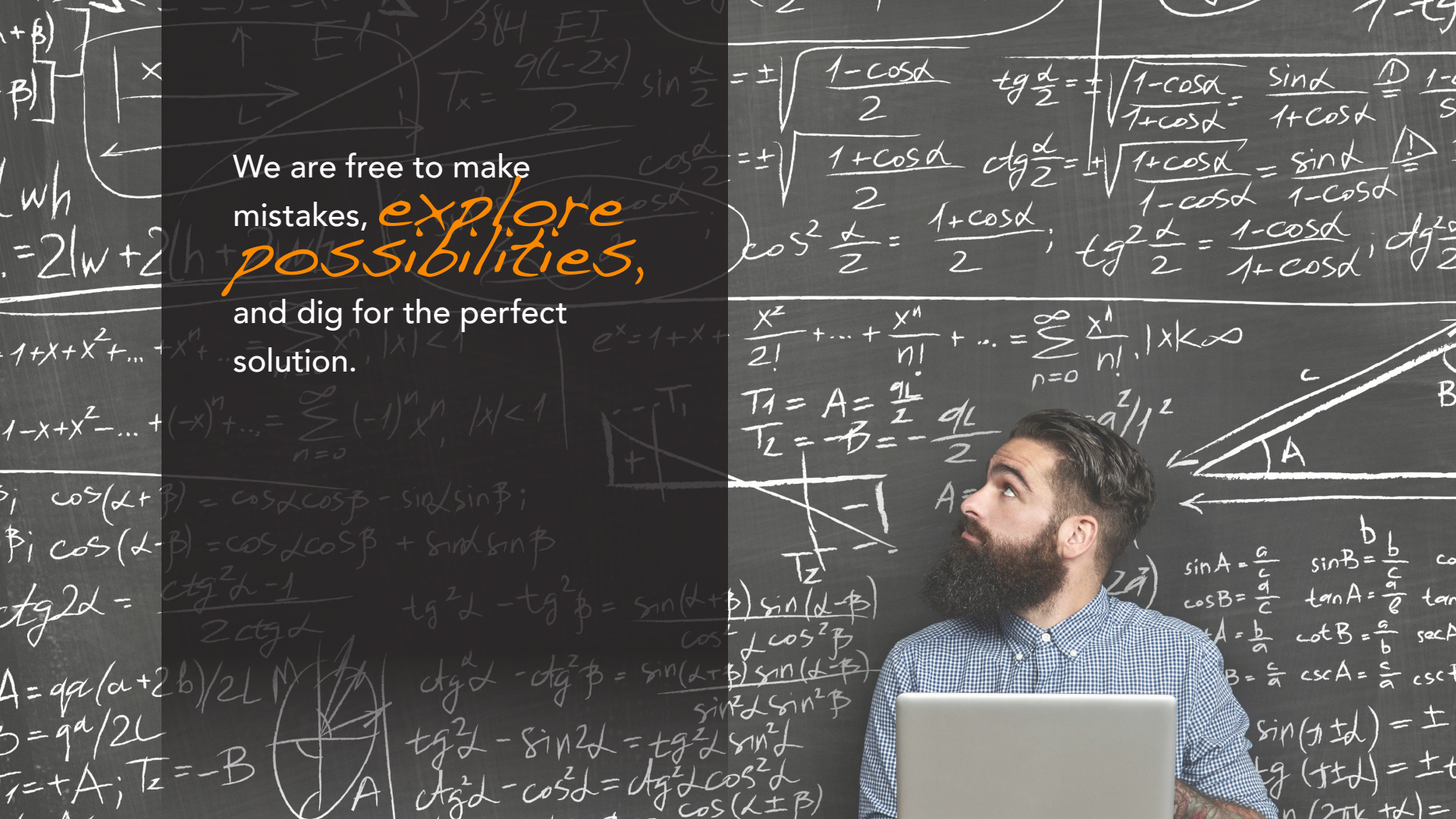


OUR SMART TOOLS AND SKILLED TEAM
CREATE DEEP UNDERSTANDING.

OUR POTENTIAL IS UNVEILED
& IN BOOKS, AT CONFERENCES
IN *contemplative moments.*

We are free to make mistakes, *explore possibilities,* and dig for the perfect solution.

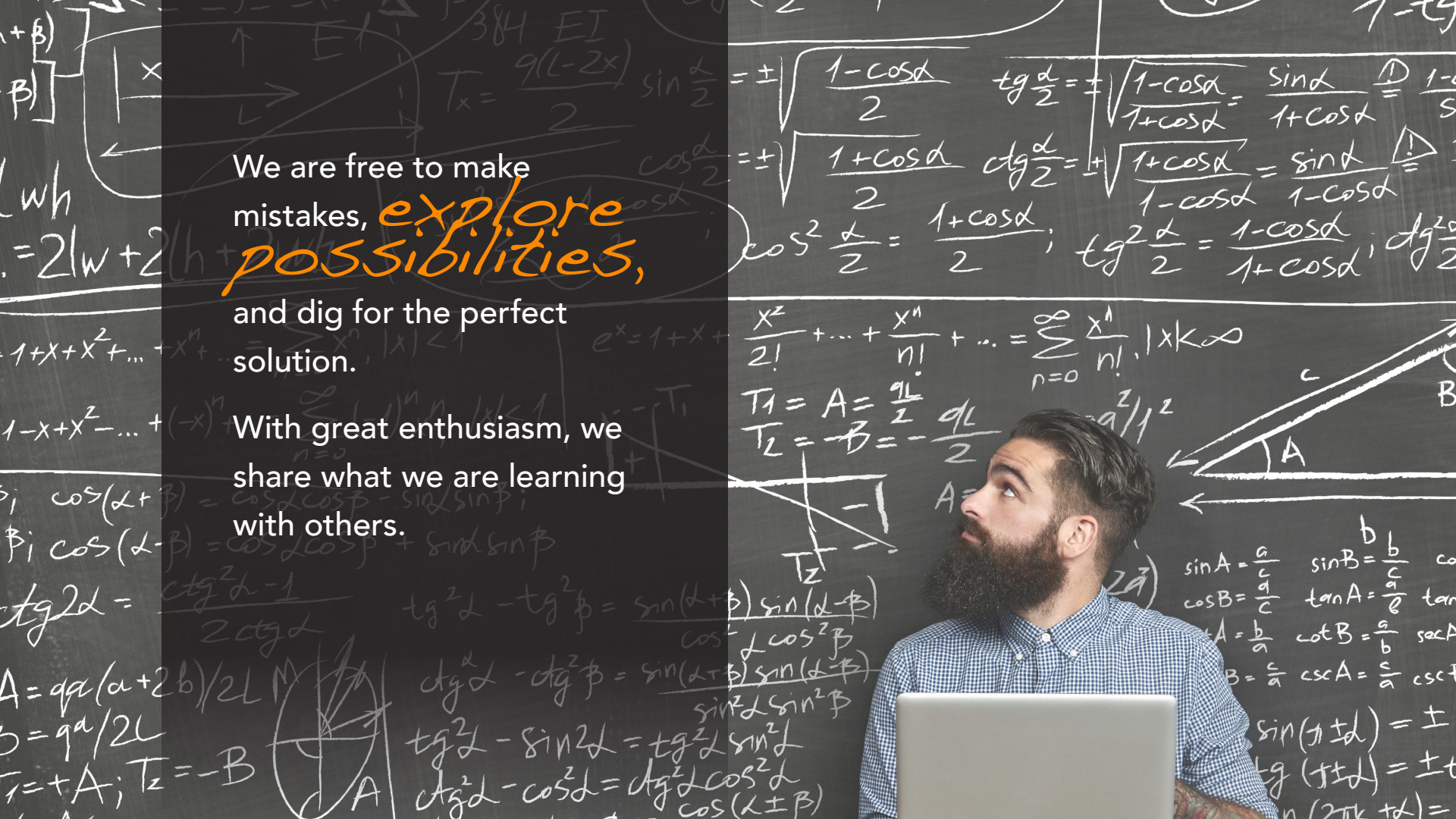
LEARNING



We are free to make mistakes, *explore possibilities,* and dig for the perfect solution.

With great enthusiasm, we share what we are learning with others.

LEARNING



WE INTRODUCE REVOLUTIONARY IDEAS AND
DELIGHT IN "AHA" MOMENTS.



AUTHENTICITY

PASSION

LEARNING

IMPACT

INTERSECTION

EXPRESSION



WE'RE BRAVE ENOUGH TO
THINK BIGGER



WE HAVE THE INFLUENCE
TO TRANSFORM OUR CLIENTS
Our Communities

&



IMPACT

In every situation and every person we encounter, we strive to

Define,
Strengthen,
Shift,
& Lift.



IMPACT

In every situation and every person we encounter, we strive to

Define,
Strengthen,
Shift,
& Lift.



Every day, we are making a difference.

WE CONNECT CULTURE AND
COMMUNICATIONS.

AUTHENTICITY

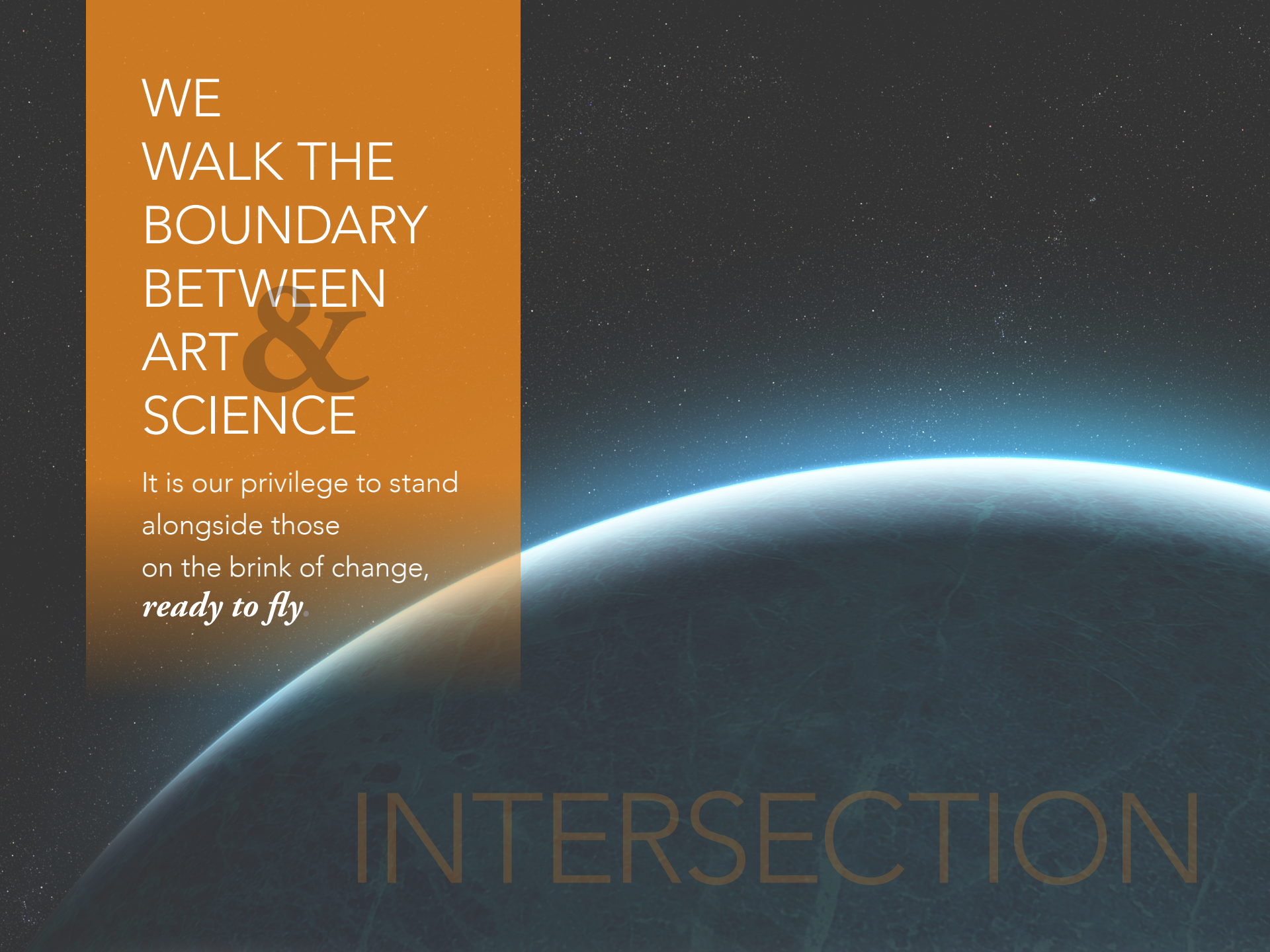
PASSION

LEARNING

IMPACT

INTERSECTION

EXPRESSION



WE
WALK THE
BOUNDARY
BETWEEN
ART &
SCIENCE

It is our privilege to stand
alongside those
on the brink of change,
ready to fly.

INTERSECTION

WE BELIEVE THE RIGHT
ATTITUDE

ALWAYS BRINGS THE RIGHT
OUTCOME



INTERSECTION

OUR WORDS AND ART MOVE MARKETS,
CROSS CULTURES, AND CONNECT THE WORLD.



AUTHENTICITY
PASSION
LEARNING
IMPACT
INTERSECTION
EXPRESSION

WE'RE IMPECCABLE
WITH OUR WORDS;
EVERY ONE COUNTS.



EXPRESSION

WE'RE IMPECCABLE
WITH OUR WORDS;
EVERY ONE COUNTS.

We start with
a blank canvas;
then blend words
& design *to create*
authentic
understanding.



EXPRESSION



THIS WHOLE BUSINESS IS
A BRAINSTORM;

there is no such thing as
a bad idea.

EXPRESSION

A person stands in silhouette against a dark blue night sky, holding a sparkler that creates a dense, golden, fan-like spray of light trails. To the right, a glowing green light stick creates a series of looping, wavy light trails. The overall scene is a celebration of light and movement.

We celebrate big (and small) wins,
(and birthdays...and visitors)
WITH CHAMPAGNE

EXPRESSION

*(& of course,
chocolate)*





(vegetables are good, too)



ALLEGORY™

JOIN THE CULTURE CONVERSATION

Make your own culture declaration with your #CultureCode.

Need help getting there? Visit CultureTalk.com to unlock the cultural and archetypal patterns of your organization.



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