

DISCOVER THE STORIES THAT DRIVE CHANGE

CultureTalk is a storytelling framework and assessment system that reveals the underlying narratives shaping how people show up, connect, and lead. Rooted in Archetypes, the system brings culture to life across three levels: Me (individual mindset), We (team dynamics), and Us (organizational identity).

Whether you're coaching a leader, aligning a team, or guiding culture transformation, CultureTalk makes the invisible visible. It uncovers the shared stories that drive human behavior—creating a powerful foundation for change, connection, and sustainable growth.

1 One Framework

Archetypes are human storylines that enhance our understanding of human motivation and behavior. Each pattern is rich and colorful, but also flawed and relatable.

12-Archetype Framework



3 Three Assessments

At the center of the CultureTalk Platform are three validated assessment instruments that measure Archetype patterns in individuals and groups.

CultureTalk for Individuals



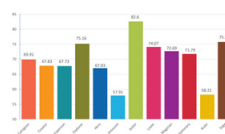
CultureTalk for Teams
CultureTalk for Organizations



3 Three Steps

First, measure Archetypes with an individual or team assessment. Second, validate results with 'story points' to see the patterns in our lived experiences. Third, activate a profile to support growth and change initiatives.

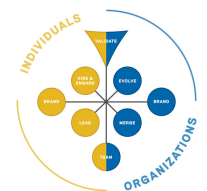
1 | Measure



2 | Validate



3 | Activate



Through the lens of Archetypes, CultureTalk cultivates Narrative Intelligence—the capacity to recognize, interpret, and reshape the stories that influence how people think, relate, and lead. This deeper understanding fuels insight and transformation at every level, offering a scalable, lasting approach to leadership development, team alignment, and culture change.

RESULTS

"The storytelling aspect is so powerful."

Our awareness of each other's strengths and approaches added immediate value."

| Melissa Gardner
EVP, Excellus BCBS

"It's moving us forward."

So many times, we take these surveys, but we still don't have a way to move our organization forward. This framework is getting us on the same page and allowing us to address the underlying challenges in this culture."

| Alecia Naugle,
Asst. Deputy Director
Veterinary Services, USDA

"The CultureTalk framework helped us see ourselves in a way that was unmistakably real, but also utterly actionable."

We are looking at ourselves and our business in an entirely new light."

| Raul Martynek,
CEO, Databank



SWIRE PROPERTIES

