

# DIGITAL SOCIAL IMPACT



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## Culture Mapping

### Description

# Culture Mapping Tool

Culture Mapping gives lectures and students the intelligent information they require to make a business case for the interventions, executive support, and even budgets they need for change initiatives. This tool/activity helps minimise the risk and maximise the chances of change success.

[Course Configurator](#) > [Step 1: Design](#)

### Best used for

Planning new learning activities. Creating organisational changes

### Time to introduce this activity in lecture / Time to run this activity

15 min / 45 min

### In the context of Digital Social Impact courses and learning activities

According to a Deloitte Study, 60–70 % of change initiatives fail to meet their stated objectives, and the primary source of that failure is resistance to change. Culture mapping can help reduce this risk and increase your chances of success when it comes to creating digital social impact.

## Main Target Group

Lecturers and Students

## Potential tools for digitising this activity

It is recommended to do this exercise in person

## Additional Resources

[The Culture Map: A Systematic & Intentional Tool For Designing Great Company Culture](#)

[Download: The XPLANE Culture Map Exercise Template](#)

## Step by Step

1 First, map your outcomes: What are the concrete positive or negative consequences because of the behavior you've mapped out? A garden plays a useful analogy: The outcomes in your culture are the fruits. These are the things you want your culture to achieve, or what you want to "harvest" from your garden.

2 Next you need to map your behaviors: In this box you have to map out how your team acts or conducts itself. What do you do or say? How do you interact? What patterns do you notice. The behaviors are the heart of your culture. They're the positive or negative actions people perform everyday that will result in a good or bad harvest.

3 Finish by mapping your enablers & blockers: This is where The Culture Map gets really interesting. In enablers and blockers you have to map out all of the things that lead to the positive or negative behaviors inside your company. The enablers and blockers are the elements that allow your garden to flourish or fail.