Are you new to the organization? If yes, it would be valuable for you to identify several people who can share the history of the organization. How did the culture begin? Culture evolves through the years as leaders develop it. Corporate culture doesn’t just happen. It is developed purposefully. Usually a company’s culture can be traced back to the founders’ values of what the organization should be and what it should represent. Eventually the beliefs regarding employees, customers, competitors, quality, and service are woven together to become a part of the fabric that is the culture of the organization.

The culture and vision are related in that the culture is the past through the present and the vision is the present through the future. To spread the vision with passion and authenticity, it is important to know the culture and the history that lead up to the current culture. Ask questions of several different people. The closer you can get to the founders the better.

Capture what you learn and what you already know in the table below to define the relationships. Enter words that describe:

<table>
<thead>
<tr>
<th>Organizational Values</th>
<th>Organizational Culture</th>
<th>Organizational Vision</th>
</tr>
</thead>
</table>

Pull your thoughts together with these questions:

- What is unique about our culture?
- When making decisions, how do you take into consideration the vision and the culture?
- What is the most important thing for you to remember about your organization’s values, culture, and vision?
- What does living the vision mean to you?
- How do you hold others accountable for living the vision?
- What are your next steps regarding this topic?