

Startup Culture

Dipstick Check

As the founder, this short exercise has been designed to get you a feel of where your organization stands on the culture building effort. Answer the following statements as “Yes” or “No”, and compare your score with the scoring guide given at the end of the table:

S. No.	Statement	Yes/No	Your own reflection
1	We have a clear “mission”—why are we doing what we are doing?		
2	The mission inspires everyone in the organization because they know they are contributing to a larger, worthwhile cause.		
3	I am quite clear about the principles/values by which I want to run my company.		
4	I have put down these principles/values in writing. And these are widely shared with the senior leaders as well as the rest of the employees.		
5	When I make major decisions which have large consequences, I always keep the above principles/values at the back of my mind.		
6	Myself and my senior leaders role model these principles/values through our day- to- day conduct.		
7	Our HR systems and all the policies reflect these principles.		
8	Our various stakeholders—customers, employees, suppliers/vendors, investors—can hold us accountable to above principles, particularly when an important matter can be loosely interpreted either way.		
9	I am conscious that we are building our culture for long term.		

Scoring guide

- If “Yes” is 8 or 9, you are on a relatively sound footing. However, let complacency not take away this hard- earned credit. You have a real chance to build a truly outstanding culture.
- If “Yes” is at 7, yours is a borderline case. If you don’t pay enough attention, a sub-optimal culture could get built in-spite of your best intentions. It’s worth revisiting and strengthening your efforts.
- Any score of “Yes” at 6 or below is a warning sign. You must urgently address the culture building in your company so that a default culture does not take shape creating future hurdles.

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