

About CultureSCAN:

CULTURESCAN is one of a series of instruments developed by the Spiral Dynamics Group and based upon the pioneering work of Clare W Graves, Dr. Don Beck and Christopher Cowan of the National Values Centre – Texas.

This particular assessment is a recent development as part of the growing application of Spiral Dynamics Integral and draws upon extensive and ongoing research to provide insight into:

- The nature of the overall 'Fit' between individuals and their job, supervisor, work group and organisation
- The multiple bottom lines of today's organisation: Purpose, Principles, People, Profit, Planet, Trust and Respect
- An assessment of the dominant ways of thinking, the value systems and core intelligences that are arising in the organisation.
- An assessment of the change state of the organisation and the nature of change that may be being experienced.
- An assessment of the executive intelligences that predominate within the organisation.
- The present and desired organising codes of the organisation
- Preferences for 1st and 2nd order change
- The dominant digital and analogue thinking capacities within a group

Cultural alignment (FIT) has a significant impact on the release of motivational energy for successful, productive, profitable work as opposed to cultural misalignment which will cause disharmony, disruption and severely hamper desired outcomes, timescales and budgets

The Elements reported within this CultureSCAN assessment

Fit Factor

The fit factor is a factored assessment that is derived from an analysis of:

- The individual's perceived fit to their job, their supervision, their work group and degree of security as an employee.
- An assessment of the gap between present and desired work structures and flows
- An assessment of the change state – (specifically focusing on any unsettled aspects)

The fit factor range is from 4 for sound alignment to a maximum possible score of 66 points. The use of this fit factor is mainly comparative within the groups and specific context being surveyed

Team Priorities:

Drawing from the integral principles of Spiral Dynamics Integral to understand the multiple needs of organizations and teams to continue to thrive and evolve in today's world the multiple bottom lines assessed include: Purpose, Principles, Profit, People, Planet and Trust and Respect.

Again this assessment is currently comparative within the survey group..

The Value System Assessment:

Value System (vMEME codes) -determine how people think rather than what they consciously value. They are the dynamic and ever changing invisible forces that drive human perceptions, organization design and the deeper processes of change. They are a core aspect of human development and influence all aspects of individual, group, and organization alignment.

The scores reflect different paradigms, worldviews, belief structures and operating systems. The assessment used draws a distinction between those value systems that are common globally today. Research has demonstrated the existence of 8 global value systems.

Knowledge of these value systems provides invaluable insights into the master trend makers of culture and performance within any organization and the competitive environment. The resulting strategies, when informed by supporting approaches (natural designs)are elegant in their simplicity and viability. An outline description of these value system codes is presented below – (Note the instruments used for this survey exclude beige and only include questions up to level 7 – Yellow.)

SUMMARY OF WORLDVIEW (vMEME) CODES

LEVEL	COLOUR CODE <i>(Letter Code)</i>	POPULAR NAME	THINKING	CULTURAL MANIFESTATIONS AND PERSONAL DISPLAYS
Level 8	Turquoise (HU)	WholeView	Holistic	Collective individuals; cosmic spirituality; earth changes
Level 7	Yellow (GT)	FlexFlow	Ecological	natural systems; self-principle; multiple realities; knowledge
Level 6	Green (FS)	Humanbond	Consensus	Egalitarian; feelings; authentic; sharing; caring; community
Level 5	Orange (ER)	StriveDrive	Strategic	Materialistic; consumerism; success; image; status; growth
Level 4	Blue (DO)	TruthForce	Authority	Meaning; discipline; traditions; morality; rules; lives for later
Level 3	Red (CP)	PowerLords	Ego centric	Gratification; glitz; conquest; action; impulsive; lives for now
Level 2	Purple (BO)	Kinspirits	Animistic	rites; rituals; taboos; superstitions; tribes; folk ways & lore
Level 1	Beige (AN)	SurvivalSense	Instinctive	food; water; procreation; warmth; protection; stays alive

The Change State Assessment:

This is a flow-state concept that proposes that we pass in and out of stability and chaos in a cyclic, wave-like fashion. These passages energize our thinking and the adaptation of Value-Systems. The change state assessment provides insights into key stages of this wave-like passage - Imagine flying through a complex weather system. There are safe passages with clear, **stable conditions (Alpha)**. However, there can also be **turbulence (Beta)** and even **tornados (Gamma)**. At the transitional areas are **tipping points (Delta)** that can either cause us to turn back or move on to clear skies once again and **new stable conditions (New Alpha)**

The scores are indicative since an individual may be in different change states in different areas of their life. One might be in **stable conditions** in a marriage, trapped in a **tornado** at work and entering **turbulence** at church. One might belong to a company that is experiencing **tipping point** of growth after serious crisis. One's community might be in a **turbulent** regressive search for reassurances from the past.

Executive Intelligences:

This part of the assessment examines the preferences within the group for the following primary aspects of intelligence:

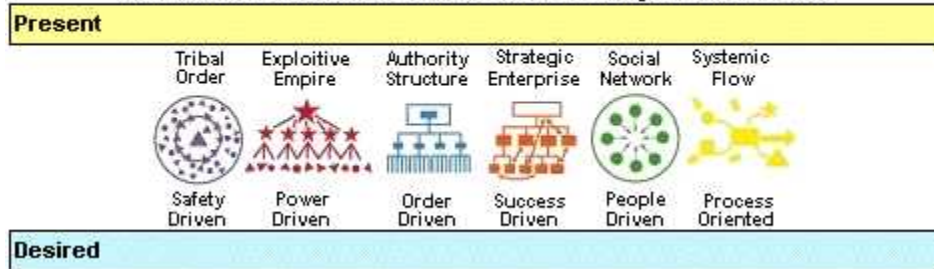
- **Entrepreneurial:**
The capacity and aptitude to launch a completely new entity or system working independently from others:
- **Transformational:**
The insights and skill necessary to change one operational system into a different one, from the PRESENT to the DESIRED:
- **Translational:**
The temperament and good sense to preserve, elaborate on, or expand on existing systems:

The assessment aims to highlight gaps and excesses that may impair performance and result in inter-group tensions.

The present and future desired codes of the Organisation:

Each Value System mentioned earlier carries with it certain organizing principle and codes. These are outlined below and may be familiar. Each code and supporting thinking has discrete capacities for coping with increasing complexity shown in this case from left to right.

Present and Desired Work Structures and Flows
ORGANIZING CODES AND PRINCIPLES - The Psychosocial "DNA"



Increasing Capacity to cope with Complexity

The respondents to the CultureSCAN assessment are asked to compare present and future and desired states in a number of ways. This resulting gap analysis provides indications of possible stress and also the likely future direction of evolution of the particular individual, group or organization.

Preferences for 1st and 2nd Order Change:

This brief assessment highlights a preference for either 1st order (within the existing paradigm) or 2nd Order Change (between paradigms).

ProcessSCAN – The dominant digital and analogue capacities within a group.

This assessment provide a speedy assessment to ensure that a full range of Digital / Analogue (formerly known as left brain and right brain dominance) thinking capacities is contained within a group. The ideal is for a balanced spread of thinking that will keep a healthy tension. Too much bias in any one direction may impact on the groups overall capability and create possible tensions in communication with other groups.