

# 30 Day Culture Challenge

## The 30-Day Culture Excavation Challenge

### Week 1: Artifact Inventory

- Building walk with fresh eyes
- Document all observations
- Meeting pattern analysis
- Space usage mapping

### Week 2: Values Gap Analysis

- List all espoused values
- Document actual behaviors
- Calculate gap size
- Identify contradictions

### Week 3: Story and Rule Collection

- Gather 10 stories
- Interview 3 new people
- Track rewards/punishments
- Document unwritten rules

### Week 4: Assumption Mapping

- Synthesize patterns
- State assumptions clearly
- Test through observation
- Confirm what drives behavior

Output: Complete culture map—artifacts, values, assumptions

## Your Next Action (Choose Based on Your Context)

If Culture Feels Toxic:

Tomorrow: Start story protocol. Toxic cultures tell toxic stories. Change the narrative.

If Change Keeps Failing:

Tomorrow: Map initiative graveyard. What killed them? That's your culture showing.

If People Seem Stuck:

Tomorrow: Excavate one assumption. What "truth" keeps people trapped?

If You're New Leader:

Tomorrow: Do shadow organization mapping. Learn real power structure.

If Progress Keeps Reverting:

Tomorrow: Identify default mode. What happens when you're absent? That's real culture.