

Sample Culture Interview Questions

What is organizational culture?

Why work on improving or leveraging your culture? How does culture impact business performance?

Why did you write the book – *Build the Culture Advantage, Deliver Sustainable Performance with Clarity and Speed*?

If most leaders know culture is important and it impacts performance, why don't more CEO's focus on culture?

You identify a concept called "The Culture Link." What is it and how can it help people understand culture work?

Is culture work relevant for small businesses or is it just important in large organizations?

What are the consequences if leaders neglect to understand and manage culture?

Please summarize the improvement framework in your book?

How do you go about building a strong culture foundation?

- You identify a Define / Align / Manage framework in your book – how can this help leaders?

Is it important for organizations to define the culture they are working to build? Is it common?

Do organizations need to take a culture survey?

What role do values play in building an effective culture?

You recommend focusing on just 1-3 value or behavior changes. Why is this important?

How should culture impact the definition of your strategies and goals?

You identify a concept called "building culture muscle." What is it and how can leaders use it?

How do you measure the impact of culture work?

How should leaders manage culture on a day to day basis?

How important is communication in managing your culture? What are some best practices?

What role does motivation (or rewards & recognition) play in building or supporting your culture?

Do you typically have to change personnel to manage culture change?

- How do you effectively manage personnel changes if they are needed?

What are some other typical obstacles in culture work and how do leaders overcome them?

How long does it take to build a strong culture foundation? What can leaders expect?

What do leaders need to do after they have built a strong culture foundation? What's next?

How do leaders sustain improvements in their culture?

How does culture impact your brand and marketing to customers, potential employees, and others?

How do you hire for cultural fit?

How important are succession development and leadership development?

What mistakes do leaders typically make as they try to work on culture?

How do leaders get started with effectively managing their culture?

Is culture work only useful for top leaders? How do people make an impact if they are not a top leader?

Do you have any tools or resources that may help with culture work?

I know one of the tools on your site is a one page culture alignment roadmap? How can it help?

What's your vision for the future of culture work?

Tell us about CultureUniversity.com?