

### 3. VALUES/BELIEFS

What is held to be important

### 3. CUSTOMS

### Behaviors, Practices, Traditions

### 3. PHRASES & LANGUAGE

### Sayings, Terms, Mottos

#### 4. CULTURAL THEMES

### 3. ROLES & ARTIFACTS

## Structure, Tools, Methods

## 5. ALIGN THE ORGANIZATION

## 6. PITFALLS TO AVOID