

Culture Design Canvas

A. The Core: Our Purpose and Values

1. Current Information:

- Purpose: TechBridge Innovations aims to bridge the technology gap in rural areas of South Africa by providing education and digital literacy and also encourages business digitization to small businesses and provide support the businesses need.

- Core Values: Inclusivity, Innovation, Empowerment, Sustainability.

- Cultural Priorities: Focus on community impact, continuous learning, collaboration, Entrepreneurship Growth.

- Rewards and Punishments: Recognize contributions to community projects, penalize behaviors that go against inclusivity or sustainability.

2. Reflection:

- Desired Future Core: A culture deeply rooted in inclusivity and empowerment, where continuous learning and collaboration are fundamental.

- Alignment: The current information aligns well with the desired future core. However, more concrete actions and programs may be needed to reinforce these values regularly.

3. Follow up Steps:

- Conduct regular workshops to revisit and reinforce the core values.

- Implement a recognition system for employees and volunteers who exemplify the values.

- Create an onboarding program that thoroughly educates new members about the core values.

B. The Emotional Culture

1. Current Information:

- Psychological Safety: Create a safe space for open communication and feedback.

- Feedback: Regular, constructive feedback sessions.

- Rituals: Team-building activities and community service days.

2. Reflection:

- Desired Future Emotional Culture: An environment where everyone feels valued, heard, and motivated.
- Alignment: Current practices support this but can be enhanced with more structured feedback mechanisms and consistent rituals.

3. Following Steps:

- Introduce anonymous feedback tools to ensure all voices are heard.
- Schedule regular team-building activities to strengthen relationships.
- Develop a mentorship program to provide emotional support and guidance.

C. The Functional Culture

1. Current Information:

- Decision Making: Inclusive and consensus-driven.
- Meetings: Regularly scheduled but flexible to accommodate needs.
- Norms and Rules: Clear guidelines on collaboration and communication.

2. Reflection:

- Desired Future Functional Culture: A seamless, efficient, and collaborative workflow with clear decision-making processes.
- Alignment: The current setup is supportive but requires more clarity in decision-making and streamlined meetings.

3. Next Steps:

- Define a clear decision-making framework that specifies who is responsible for what decisions.
- Optimize meeting structures to ensure they are productive and purposeful.
- Regularly review and update norms and rules to keep them relevant and effective.

Reflection

1. The Core:

- Desired Future Core: A deeply ingrained culture of inclusivity, innovation, and empowerment.
- Next Steps: Enhance value reinforcement programs and recognition systems.

2. The Emotional Culture:

- Desired Future Emotional Culture: A supportive, motivating, and psychologically safe environment.
- Next Steps: Implement anonymous feedback tools, regular team-building activities, and mentorship programs.

3. The Functional Culture:

- Desired Future Functional Culture: Efficient, clear, and collaborative processes.
- Next Steps: Establish a clear decision-making framework and optimize meeting structures.

Continuous Improvement

- Gather feedback from all stakeholders regularly to ensure the culture is evolving in the desired direction.
- Adjust strategies based on feedback and changing needs of the organization.
- Keep updating the Culture Design Canvas as the business grows and evolves.