

**Facilitation Questions for Building People Culture**

What is the “North Star” for your company?

What does (this year 20xx) success for Your Company look like? (are there different success factors for different product lines?)

What has to happen to see that success?

How would you describe the ideal culture of Your Company?

Look back at the last 5 years, tell me about the lessons and successes of Your Company?

Look to the future – tell me what the success story is 5 years from now.

What roles do you need to have filled to facilitate that success?

What will get in the way of the goal?

Where are there gaps on the current team? How can we fill them internally?

How much structure do you need/want in the discussion of culture and roles?

Why would people care as much about the business as you do?

What do you hope to get from a culture exercise?

Are we sure we have the right systems in place? (For operations, technical, hiring, …..)

Are we busy and productive or busy without results?

What does success look like for your company next year?

How will you know you are on track to get there?

What has to happen to see that success?

What roles do you need to have filled to get to a successful end of next year?

What will get in the way of reaching that goal?

How will we fill those roles?

Tell me the story of our success in 5 years from now.

What’s the elevator version of success?

What’s the elevator pitch for Your Company?