How to use the Culture Mapping Schematic Wheel

Start with the inner ring and identify the salient reasons why you need to foster a stronger culture of ownership by drawing a circle around it (if your primary purposes are not included here, simply write them in). In the second ring, circle a characteristic that must exist in order for you to achieve that quality of a culture of ownership. Then, in the outer ring circle one or more specific actions that can help you cultivate that characteristic; discuss how you would go about implementing that action in your organization.