

# A simple method to assess company culture

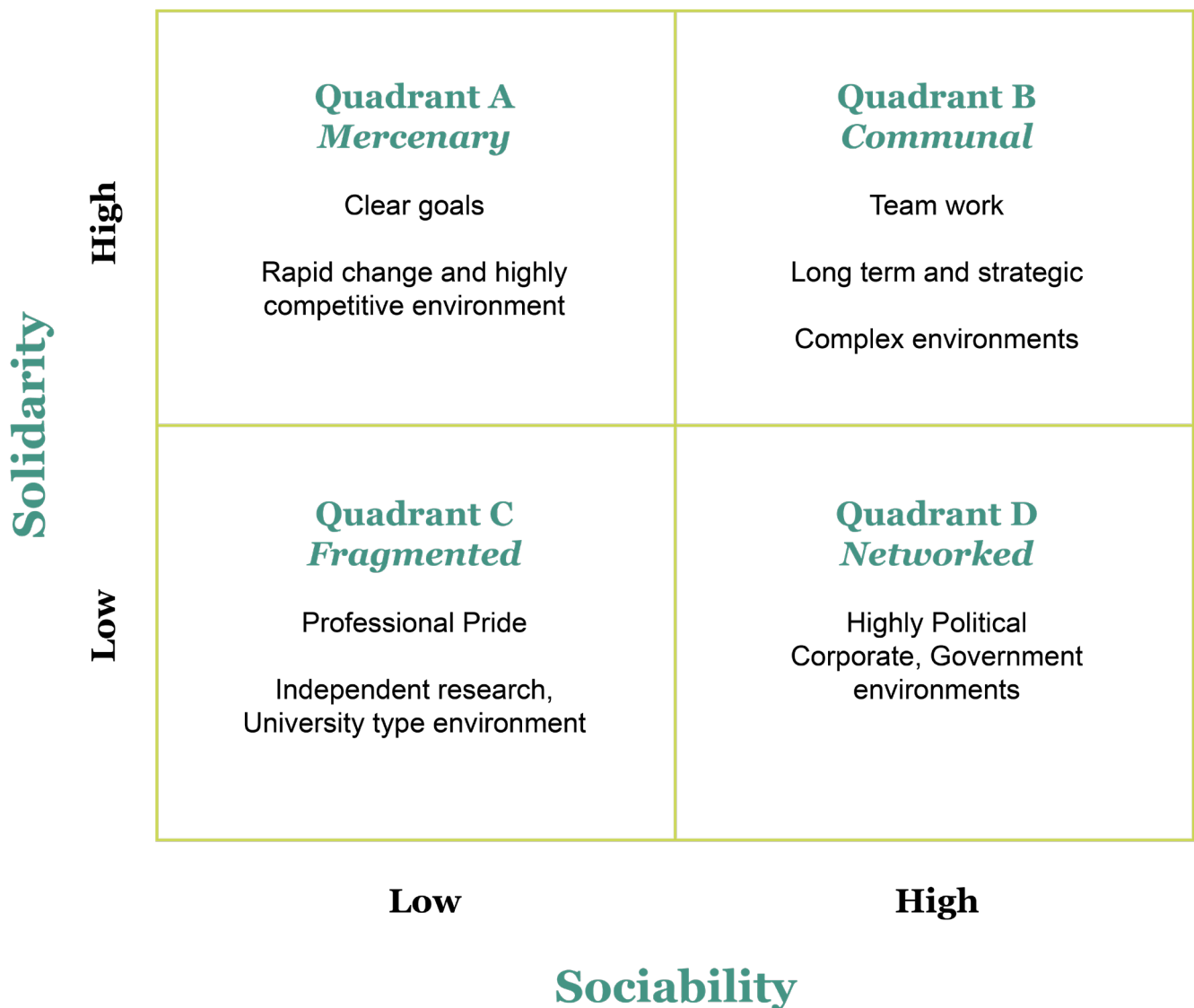
**This toolkit includes:**

- Company Culture Assessment Method: The Culture Grid
- An outline of the 4 types of company culture stages

# The Culture Grid

The Culture Grid method will allow you to measure your culture and assess if it's the right culture for the stage of the business you are at.

The following page includes a summary of each of the four quadrants and the types of businesses where these types of cultures are appropriate.



# Summary of each quadrant

## Quadrant A *Mercenary*

If your company falls into this quadrant, it means the organisation culture is “we don’t have to be friends, we just want to win”.

**This kind of culture is suitable for high growth companies where they need to quickly landgrab and at the same time kill their competition.**

This kind of culture takes no prisoners. It is the least politicised organisation, and everyone is measured according to defined and clear goals. No one is safe in their jobs and they will only stay in their job if they deliver results.

## Quadrant C *Fragmented*

If your company falls into this quadrant, it means the organisation culture is made up of “individuals with very high professional pride who like to work independently”.

**Universities, as an example, have this kind of culture where it’s a collection of brilliant and individual professors who carry out their own research independently of one another.** VCs are in this category since every partner is ultimately measured on their portfolio of companies.

## Quadrant B *Communal*

If your company falls into this quadrant, it means the organisation culture is “we need to work together for the long term good of the company”.

**This kind of culture happens in markets where competition is low and the company has a dominant position and thus can afford to play the long terms strategy game.**

This also happens in small or start-up companies where the company is in experimentation, and even though goals are set, flexibility is also exercised, and there is a strong sense of friendship between the team.

## Quadrant D *Networked*

If your company falls into this quadrant, it means the organisation culture is “highly political”.

**Family businesses or government organisations or dysfunctional large corporates fall into this category.**

## Summary

If you are in a highly competitive market where you need to landgrab as quickly as possible, then your culture needs to be *Mercenary* or you will lose to competition. If you are a start-up, have the luxury of time, or you have the enviable position of

having market dominance, then you can be very successful with a *Communal* culture. *Fragmented* or *Networked* cultures are not encouraged for businesses that wish to succeed.

See more at [www.frogcapital.com/scale-up-methodology](http://www.frogcapital.com/scale-up-methodology)

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The Mews, 1A Birkenhead Street  
London WC1H 8BA

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