

# CULTURE QUIZ

## TRADITIONAL COMPANY

- \_\_\_\_\_ Siloed
- \_\_\_\_\_ Product-focused
- \_\_\_\_\_ Me-too offerings
- \_\_\_\_\_ Short-term focused
- \_\_\_\_\_ Top-down decisions
- \_\_\_\_\_ Role oriented
- \_\_\_\_\_ Avoids uncertainty
- \_\_\_\_\_ Can't-do attitude
- \_\_\_\_\_ Brands managed internally
- \_\_\_\_\_ Design as veneer
- \_\_\_\_\_ **Total points**

## DESIGNFUL COMPANY

- \_\_\_\_\_ Collaborative
- \_\_\_\_\_ Customer-focused
- \_\_\_\_\_ Unique offerings
- \_\_\_\_\_ Long-term focused
- \_\_\_\_\_ Distributed decisions
- \_\_\_\_\_ Project oriented
- \_\_\_\_\_ Embraces uncertainty
- \_\_\_\_\_ Can-do attitude
- \_\_\_\_\_ Brands outsourced
- \_\_\_\_\_ Design from day one
- \_\_\_\_\_ **Total points**