**ETHNOGRAPHER EXERCISE 50 MINUTES**

**Questions to ask in your group**

1. **Communication 10 minutes:**

How are news, information, directives and plans shared between individuals, within teams, and throughout organisation? Are they formal or informal? Ad hoc or planned? How effective they are?

1. **Socializing 10 minutes:**

In what ways do organic and structured socializing unfold? Who initiates it? Where does it happen? How often? Does it feel authentic to participants?

1. **Reward system 10 minutes:**

How are staff and management acknowledged and motivated? How often are these systems created? How visible are they? How effective?

1. **Conflict 10 minutes:**

What does conflict look like, and how is it typically handled? Are conflicts typically resolved? How do people know, if so?

1. **Inspirations 10 minutes:**

Does brainstorming happen organically, in a structured way, or both? Privately or publicly? Where? With what frequency? Who instigates it? Who feels entitled to contribute?

EXERCISE 50 MINUTES

**Be an ethnographer of Fits Me**

1. Imagine you’re visiting your company for the first time.
2. What do you notice about: communication, socializing, reward systems, conflict, inspiration?
3. Write your observations in the columns on your worksheet

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| **Communication** | **Socializing** | **Reward system** | **Conflict** | **Inspiration** |
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| **Most important things in our culture** | **Our action plan** |
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