



Culture Mapping

You might be contacted for an interview to help us with Culture Mapping.

What are the bright spots within ASU where a culture of innovation is growing?

What do we value most about our current university culture?

What cultural changes are needed to fulfil the ASU Charter?

What culture of innovation will be needed to transition ASU into a Fifth Wave research university, serving any learner from any background at any stage of life, from anywhere through the broadest access to world-class knowledge production?

Culture Ripples is an ASU community of practice dedicated to co-creating a university-wide culture that enables appreciation, collaboration, and innovation throughout ASU. Our community is intentionally diverse and currently represents 22 departments and academic units across all levels and functions, from front-line staff and faculty to senior level leaders.

In FY21, the Culture Ripples Community of Practice will engage with students, faculty and staff across ASU to conduct an Appreciative Inquiry delving into the best practices already present at ASU, while highlighting the desires and dreams we collectively value for a collaborative and transparent university culture of innovation.

"If you can't do it at ASU, you won't be able to do it anywhere else - you have virtually unlimited possibilities, it's for you to sort your way."

Culture Mapping Project

One of Culture Ripple's goals is to complete 1,200 "Power of 3" Appreciative Interviews. The purpose behind the interviews is to engage and discover what cultural artifacts we want to preserve and what we want to change. The Culture Ripple (CR) member will complete three 1:1 interviews with various members of the ASU community. Then, each interviewee conducts their own three 1:1 interviews—hence the "Power of 3". Simultaneously, an IRB-approved research project will be conducted to study the "ripple effect" of the Appreciative Inquiry process and impact of the Culture Mapping project to the university culture.

During **Innovation Week**, we will use the Culture Mapping findings to inform a community-wide conversation around what culture + innovation means at ASU, culminating in an action plan for elevating the culture of innovation at ASU.

Questions we tackle may include:

- How do innovation, justice, and inclusion interact?
- What responsibilities do we have as innovators?
- How are culture and innovation interrelated?
- How might non-technology elements (such as art and people) continue to play important roles in our increasingly technological world?

"I value the fact that we have been able to create, nurture, and drive a culture within our organization where we know we will help the person next to us. We foster trust and authenticity, and that drives success."

Background + History:

The University Technology Office at Arizona State University began the journey of culture transformation in December 2017 with the creation of the UTO Positive Core. This set of values, aspirations and commitments are at the heart of everything we do at UTO. By the summer of 2018, there was a growing hunger to actualize these high-level commitments and to see the values being lived by the UTO family.

To that end, a design team called UTO Culture Designers was launched, populated by a maximum mixture of UTO employees across campuses, levels and roles. This group developed the initial strategic priorities for culture work across UTO and recommended that a larger community of practice be formed.

In January 2018, the Culture Weavers Community of Practice was launched, with invitations extended to every member of the UTO family.

From our work and findings in UTO's Culture Weavers, in January 2020, Culture Ripples was launched.

"ASU's culture will evolve by influencing individual decisions and impacting the other large organizations we work with. Influencing the values external organization hold, and looking for similarities. Continued focus on innovation."