



In this format, you can quickly see that:

- Company A emphasizes a traditional, conservative, and complex culture
- Company B is focused on process, (taking its) time, and product
- At first glance, these two cultures seem fairly compatible, as traditional and conservative cultures tend to be a little slower moving and focused on process and procedure. However, looking at the next level of words tells a slightly different story.
- Company A is described as collaborative and caring, while Company B is driven by sales and accounting
- This tool is a beginning step for asking more questions. In this case, *Is a results-driven culture compatible with one that is more focused on relationships?*