TRANSLATE IDEAS™ INTELLECTUAL PROPERTY

Culture OS™ Brief

A practical system for designing the conditions that repeatedly shape behaviour.

PUBLICATION	Brief 02 · August 2026
PURPOSE	A field-facing summary of Purpose, People, Standards and the six culture levers.

> **Culture is what the system repeatedly makes normal.**

Why Culture OS™ exists

Culture is often discussed as values, aspiration or engagement. Culture OS™ treats it as an operating system: a pattern of signals, stories, systems, skills, spaces and standards that repeatedly shapes what people notice, choose and do.

The framework is anchored in three elements - Purpose, People and Standards - to make culture easier to discuss, design and observe.

THE ANCHORS

Purpose. People. Standards.

Anchor	Role in the system	Questions to ask
Purpose	The shared reason for change.	Why does readiness matter? What future are we preparing for?
People	Leaders, managers, teams and communities who translate intent into everyday signals.	Who must model, reinforce and enable the desired culture?
Standards	Non-negotiable behaviours, rhythms and evidence of accountability.	What should become normal, visible and measurable?

> **If the stated culture and the operating system disagree, people usually follow the operating system.**

SIX LEVERS

What repeatedly shapes behaviour

Lever	What it shapes
Signals	What leaders and systems repeatedly communicate as important.
Stories	The examples people remember and retell about what is valued.
Systems	Processes, policies and structures that make behaviour easier or harder.
Skills	Capability people need to perform the expected behaviour.
Spaces	Physical, digital and social environments in which behaviour happens.
Standards	Visible expectations and evidence of accountability.

Culture evidence

- Leadership messages match leadership decisions.
- Rituals and operating rhythms reinforce stated priorities.
- People can describe expected behaviour in concrete terms.
- Processes and tools make desired behaviour easier rather than harder.
- Evidence is visible in decisions, handoffs, feedback and performance.

EVIDENCE BASE

References & source discipline

External research informs the problem landscape. It is not presented as validation of Translate IDEAS™ proprietary frameworks.

1. McKinsey & Company (2026). From adoption to impact: Three horizons of AI transformation.

2. SHRM (2026). The State of AI in HR 2026.

3. Boston Consulting Group (2025). AI at Work: Momentum Builds, but Gaps Remain.

4. Michelotto, F. & Joia, L. A. (2024). Organizational Digital Transformation Readiness.

> **Culture OS™ is a deeper lens on the Culture dimension of the Readiness Framework™ - useful when the barrier is not knowledge, but the conditions surrounding behaviour.**