

YOUR TURN

PUBLIC HEALTH BUSINESS PLANNING

A practical guide

Chapter Nine: Project Operations

Because each operations section is so different, and the questions at the end of the chapter amply cover getting started at that, we thought we would use this exercise to get you thinking more about your organization's culture. If you work in a health department or other public health-related enterprise now, use that as your example. If you are a student who does not yet work in an organization, write about an organization you have worked for or your university or school.

Organizational Culture = what we value as a group:

Questions:

1. What values characterize your organization's culture? What basic assumptions does the organization as a whole have about work, life, learning, etc.?
2. What are the rules or guidelines that follow from this set of values?
3. What are the characteristics of someone who "fits" in your organization?
4. What are persistent challenges do you see in your organization with regard to organizational culture?

The following chart could help you think about your organization's values:

Below, there is a list of characteristics that can be used to describe your work and your organization. Please respond to the questions below using the following scale:

1	2	3	4	5	6	7
Very uncharacteristic		Somewhat uncharacteristic		Somewhat characteristic		Very characteristic

1. _____ Earning significant time off from work to recharge
2. _____ Working very long hours (60-70 hours/week)
3. _____ Working for a once-in-a-lifetime opportunity
4. _____ Having plenty of time to enjoy non-work activities
5. _____ Being aggressive about achieving results
6. _____ Doing something that is important and new to the world
7. _____ Having fun at work
8. _____ Being paid based on what you accomplish
9. _____ Feeling like this type of opportunity only comes along once