



The Bridge culture ecosystem

Eight forces that interact to create culture — not eight separate initiatives pulling in different directions.

Culture is the outcome

Most culture reviews begin by asking what the culture is. Bridge begins by asking what is creating it — leadership behaviour, communication, trust, relationships, governance, systems, working conditions, performance expectations, informal influence and the choices people make each day.

Leadership

What leaders consistently notice, model, reward, challenge and allow.

Communication

How information, meaning and intent travel — and what is delayed, filtered or avoided.

Trust & voice

Whether people can question, disagree, admit uncertainty or raise concerns without penalty.

Governance & decisions

How authority, accountability and decisions operate in practice, not only on paper.

Performance & reward

What success really means and which behaviours are reinforced by targets and recognition.

Structure & process

How hierarchy, role boundaries, workflow and systems help or frustrate collaboration.

Purpose & brand

Whether the external promise and internal experience strengthen one another.

History & informal power

The stories, relationships and inherited habits that shape how work actually gets done.



Culture

The outcome — not the starting point



Six stages, one discipline

Each Bridge Ecosystem Audit follows the same six-stage sequence. The scale, methods and points of participation flex to the organisation.

01**Establish the evidence**

Review what already exists and identify where further enquiry is needed.

02**Listen broadly**

Create appropriate ways for people across the organisation to contribute.

03**Explore in depth**

Understand what sits behind the evidence and where experiences differ.

04**Test and connect**

Compare sources and examine how different influences connect.

05**Map and synthesise**

Bring the findings into a Culture Ecosystem Map and a clear account of the culture now.

06**Create practical direction**

Set priorities and recommendations linked to what is producing the culture.

The difference

The Bridge Ecosystem Audit turns separate information into a culture employees recognise and leaders can use. It helps the organisation protect what works, understand what is driving different experiences and focus action where it can have the widest effect.

Speak to Bridge

Visit the Built by Bridge section at insidebridge.com

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