

## Life @ NUST... (The cultureSCAN initiative)



Culture is a crucial part of any organisation or institution's success or failure – yet, given its complexity, is also one of the most difficult parts to fully understand and to know how best to influence. Anyone tasked with changing a culture must work to understand the stories – the anecdotes or narratives – that we exchange with each other in our everyday interactions that happen when we talk to each other in the corridors, around the tea/coffee area, in the car park, of course, formally in meetings.

### About this “culturescan”

We are pleased to inform you of this exciting initiative that will help us all gain a deeper insights and understanding of our culture at NUST – what it is like to work and/or study here. The initiative is called “Life @ NUST” and is a partnership with Pygmalion using an innovative platform called SenseMaker that is a next generation technology tool that is web based.

Practically, we are asking all staff and students to table (or log) their day-to-day experiences of Life@NUST by answering one simple question: **If a close friend was thinking of studying at / working for NUST, describe ONE experience or event that you would tell them so that they understood what it's like to study / work around here.** You are then asked to log/describe your experience, and then rate it using a series of unique signifiers (ways of evaluating the experience) that are based on robust maps that help define culture (how we make decisions around here, what are the attitudes, motivations and actions that are connected to the behaviours and the experience).

### How do you access this?

Given that SenseMaker is a web based application, there are 2 ways that all staff and students can share their stories. You are encouraged to share/log as many stories over the next 4 weeks - the more we share, the greater the insights we can gain from each other's experiences.

Your story will be **anonymous** – you are not asked to share any personal details apart from whether you are student or staff, and where (ie. Which School, or Department etc) at NUST your story is connected to.

We will play back emerging themes from these stories via our communication platforms so that we can all benefit from a better understanding our culture. We will also use the insights that emerge to help inform the changes that we all see as being necessary at NUST.

### Please participate right now by:

- By making use of you computer's browser (ideally Chrome, Firefox or Safari). Simply use the following link, bookmark the page to log as many stories that you would like over the next 4 weeks, and then share your story: click on <http://tiny.cc/4m268x>
- For an even easier way to log an experience and share a story, you are invited to use your smart phone to download the SenseMaker APP (free of charge) through **Google play** or **apple store**.

*“You cannot create a new culture...You can **immerse** yourself in studying a culture until you **understand** it... then you can...introduce new ways of doing things and articulate new governing ideas...Over time, these actions will set the stage for new behaviours..you have set the stage for the culture to evolve” (Edgar Schein)*



Note: If you would like learn more about SenseMaker, you are invited to watch a short introductory video by clicking on this link <https://youtu.be/SkRe7Xg7pk4>