

Lead the Standard

QUALITY CULTURE DECK

The playbook

Two ways to turn 32 words into a meaningful quality culture conversation.



MAKE THE INVISIBLE VISIBLE

Use the online deck for a private reflection or a facilitated team conversation. There is no score and no perfect hand - the value is in the examples, patterns and actions the cards bring to the surface.

Choose your pathway

PLAY SOLO | 10-15 minutes | Reflection and action

PLAY AS A TEAM | 30-45 minutes | Shared sense-making and agreement

BEFORE YOU BEGIN

What this exercise is - and is not

The deck gives people simple language for describing how the quality system feels in everyday work. It is a conversation tool, not an audit, survey, maturity score or judgement of individuals.

CREATE THE RIGHT CONDITIONS

Be honest without blaming. Describe experiences, not personalities. Stay curious when views differ. Look for patterns before rushing to solutions.

You will move through four stages

01

REFLECT

Choose 3-5 words that describe how quality feels today.

02

IMAGINE

Choose 3-5 words that describe how you want it to feel.

03

ACT

Name one to three small, visible moves for the next 30 days.

04

SHARE

Copy your snapshot and use it to continue the conversation.

Open the deck

<https://quality-culture-deck.jackie408053.chatgpt.site>

Your selections stay in the browser and are not submitted or stored.

Play solo

Use this pathway when you want to think clearly before a meeting, prepare for a leadership conversation or identify one practical change you can influence.

1

Set your intention

Think about the quality system as people experience it in real work - not how policies say it should operate.

2

Choose today's 3-5 cards

Select the words that spark recognition. For each one, write or say one example that makes it feel true.

3

Choose the desired 3-5 cards

Picture the experience you want people to have. Ask what they would notice leaders and teams doing differently.

4

Study the gap

Which shift would matter most? Which word is within your influence? Where is the greatest tension?

5

Choose a 30-day move

Complete at least one prompt: START a useful habit, STOP something that gets in the way, or CHANGE how quality is made easier.

KEEP IT SMALL AND VISIBLE

A good action can be observed. Instead of 'improve communication', try 'begin the weekly operations meeting with one customer or quality signal'.

Finish by copying your snapshot. Revisit it in 30 days and ask: what changed, what did people notice, and what is the next useful move?

Play as a team

Use one screen and one facilitator. The final 3-5 cards represent the group's shared view - they are not one card per person.

1

Frame the conversation

Explain the purpose, the four stages and the ground rules. Make it safe to name real experiences without assigning blame.

2

Let everyone notice

Give people a quiet minute to scan the cards and privately choose up to three words for how quality feels today.

3

Share words and evidence

Take turns sharing one word and a brief example. A nominated word does not automatically enter the final hand.

4

Agree on the final 3-5

Discuss patterns, combine similar ideas and select the cards that best describe the group's shared experience.

5

Repeat for the desired culture

Ask what people would see leaders and teams doing differently if each desired word were real.

6

Turn the gap into action

Agree on one to three small moves, with an owner and a 30-day review date.

FACILITATOR LANGUAGE

'We do not need identical experiences. We are looking for the 3-5 words that best capture the pattern we need to work with.'

When there are more than six people

Do not work around the room one person at a time. Use small groups so every voice can contribute without turning the exercise into a long vote.

1

Form small groups

Create pairs or groups of 3-5. Give each group 5-7 minutes to discuss today's cards.

2

Nominate 1-2 words

Each group brings forward one or two words and one real example for each.

3

Cluster the nominations

Place similar words together. Ask what common experience sits underneath them.

4

Agree - do not simply vote

Use a show of hands only to reveal preferences. Discuss the strongest differences, then agree on the final 3-5.

5

Repeat for desired culture

Small groups nominate desired words, then the whole room agrees on the shared hand.

IF PEOPLE DISAGREE

Treat disagreement as useful data. Ask: 'What are we each seeing that the other person may not be seeing?' Capture important minority views in the notes even when they are not in the final hand.

For groups larger than 20, appoint a table facilitator and note-taker for each group. Allow 45-60 minutes overall.

Go beyond choosing words

MAKE IT REAL

What happens in everyday work that makes this word feel true?

NOTICE THE IMPACT

Who experiences this most, and what does it make harder?

TEST THE PATTERN

Is this consistent across the organisation, or different between teams?

PICTURE BETTER

If the desired word were real, what would people see leaders doing?

FIND LEVERAGE

What is one thing within our influence that could shift this experience?

MAKE IT VISIBLE

What could we do in the next 30 days that people would actually notice?

Your 30-day experiment

Use this simple action frame after creating the digital snapshot.

START	One useful habit, conversation or signal we will introduce.
STOP	One behaviour, step or message that undermines the desired culture.
CHANGE	One existing process we will make clearer, easier or more useful.

Owner: _____ Review date: _____

30-DAY REVIEW

What changed? What did people notice? What got in the way? What will we continue, adapt or stop?

READY TO PLAY?

Open the Quality Culture Deck

Scan the code or use the link below. Choose Solo or Team, then let the words start the conversation.



QUALITY CULTURE DECK

[Open the interactive deck](#)

No sign-in. Nothing is submitted or stored.

WANT THE PHYSICAL DECK?

Bring the conversation to the table.

Register your interest through the online experience to be first to hear about launch details and early-access opportunities. Registration opening soon.