

InMap

By Esia Nathaniel - Venture Builder & Fractional Chief Commercial Officer
www.esianathaniel.com

Culture Check: **Where Are You Today?**

This **InMap grid** helps organizations locate themselves across energy and experience - a mirror of your shared reality.



InMap

Step 1 of the Transformation Journey: Diagnose your culture with InMap.

The InMap: A Mirror of Your Culture

What is the InMap?

The InMap is a cultural diagnostic tool designed to help organizations locate themselves across two crucial dimensions: energy (low ↔ high) and experience (unpleasant ↔ pleasant). Together, these axes create a mirror of your shared reality – offering a snapshot of where your culture currently resides.

It reveals both the shadow sides (conflict, burnout, stagnation) and the thriving states (alignment, resilience, flow) that can emerge in organizational life. By naming and mapping these states, the InMap makes the invisible visible, enabling leaders and teams to recognize patterns, tensions, and opportunities for transformation.

Emotional Psychology Foundation

At its heart, the InMap is inspired by the Mood Meter developed by Yale professor Marc Brackett and the Center for Emotional Intelligence. The Mood Meter maps emotions across energy (high/low) and pleasantness (pleasant/unpleasant) – a deceptively simple model that has become a cornerstone in emotional intelligence education worldwide.

We extend this same framework from the individual level to the organizational level: instead of simply locating personal emotions, the InMap locates collective states of culture. This allows leaders and teams to practice “organizational emotional intelligence” – recognizing, naming, and shifting the moods that shape performance and collaboration.

What is it based on?

The InMap integrates emotional intelligence with organizational sciences:

- **Emotional Psychology & EI** – building on the Mood Meter, RULER framework, and decades of research on naming, regulating, and transforming emotions.
- **Organizational Psychology** – insights into motivation, culture, and group dynamics.

Systems Thinking – seeing organizations as living systems, with energy flows and feedback loops.

- **Adult Development Theory** – how leaders and teams evolve in complexity, perspective, and meaning-making.
- **Neuroscience & Stress Research** – how high/low energy states affect cognition, collaboration, and creativity.
- **Inner Development Goals (IDGs)** – a globally recognized framework of 23 inner skills for sustainable leadership and transformation.

The Science Behind It

Cultures are emotional ecosystems. The collective mood of an organization directly shapes decision-making, trust, creativity, and resilience. High-energy states can unlock innovation and breakthrough momentum – or tip into chaos and conflict. Low-energy states can foster calm and reflection – or sink into apathy and disengagement.

By combining the Mood Meter’s emotional science with organizational dynamics, the InMap helps leaders see how the inner life of an organization drives its outer performance.

How to Use the InMap

1. **Locate Yourself:** As a team or organization, identify which boxes best describe your current cultural climate.
2. **Name the Mood:** Bring emotional intelligence into the room. What feelings are present? How are they shaping interactions?
3. **Reflect: Ask** – what fuels these states? What drains energy? What creates trust, vision, or breakdown?
4. **Dialogue:** Use the InMap in workshops, leadership meetings, or team check-ins to surface hidden realities and align perspectives.
5. **Design Transformation:** Choose where you want to move. What does it take to shift from distrust to collaboration, from burnout to resilience, from drift to clarity?

Why It Matters

The InMap opens business conversations with the language of culture and performance, while introducing deeper emotional intelligence into organizational life. By recognizing that culture is emotion at scale, leaders can consciously shape healthier, more resilient, and more thriving systems.

