CULTURE CHANGE

Vitalizing A Passionate Corporate Culture For Superior Organizational Effectiveness

Real World Applications from Arthur’s best selling book, Culture Change and Lessons from The Monkey King and Architects of Extraordinary Team Culture

An Initiative to Implement a Passionate Corporate Culture for a Greater, More Effective working Environment and the Structure to make it Sustainable

Email: support@directivecommunication.com

www.directivecommunication.net
Corporate culture is affected by uncontrolled circumstances that affect moral and organizational effectiveness.

The Organization would like to see immediate results and implementation from the initiative and measure improvements in communication, cooperation and self leadership.

**INTRODUCTION**

An Organization’s Culture is its Personality and Attitude. To cultivate an Effective and Passionate Culture, we must understand and be able to influence the psychology of its group dynamics.

A DCI Study Indicated:
Where the mean is 100 people doing the work of 100 people, in a poor culture, 100 people did the work on 68. in a good culture, 100 people did the work of 152!

To succeed in improving Corporate Culture the people must “feel” the organization serves their own personal development beyond the paycheck.
The answer is an Experiential Process that involves Key Influences to Engage peers to find their own Greater Purpose through work and nurture a more fun, more active organizational culture. Based on Directive Communication methodology, associated case studies, this initiative is an Implementation program that provides Immediate Visible Results in the attitudes and cooperation of our staff. When personal gratification is aligned with the organizations objective, it changes the meaning of work for your people and provides a frame work by which senior management can truly influence organizational and personal vision alignment while creating a more passionate and fulfilled work environment. This program will take selected individuals on a journey of change, vision, and the implementation of a greater work culture. Then gives them the structure to apply what they gained and assist others in the organization to do the same, a journey of new perceptions that brings out attributes fundamental to self leadership. But teaching theory in never enough, your people will “feel” the “personal” benefit in change and then have a framework to truly make change happen.
PROGRAM OBJECTIVE
CHANGE MANAGEMENT AND CULTURE CHANGE

With a group of 12 to 24 people, do a step by step implementation program that will affect the entire organization to be more effective and aligned with greater organizational vision. The program objectives are set by Senior Management and met through an Experiential Process applying the psychology of self and group over the period of 12 days.

Include the Management in the process by having their subordinates involve them in the initiative they are leading.

Enter a change initiative through which key influencers (not management) lead a step by step implementation program (based on management guidelines) that will redefine their, and their peers perceptions and roles in the company to gain more personal satisfaction through job success.

Provide the DC psychology based experiential platform to engage the majority of staff to have a greater sense of ownership for the company and to passionately create a structure to sustain higher levels of teamwork and self leadership to achieve their personal success.

Relate positive feedback and visible results to the behavior modifications that were employed to create sustainable behavior change.
RESULTS
A SUCCESSFUL PARTICIPANT WILL BE ABLE TO:

Have a burning desire to create a better, more successful working environment and involve others at all levels of the organization to be more cooperative and passionate to create it.

Enhance organizational culture with better communication and personal alignment to a greater vision and show self leadership to manifest personal and organizational success.

Cultivate an environment to inspire and support a Leadership Enriched Culture.

Have a better understanding of how to create positive change in the environment by making small changes in behavior that will show immediate results in fulfillment at work.

Be inspired to take action on these small changes and become better leaders at all levels.

Work with Bigger Organizational Objectives and Gamify them to achieve a passionate environment that will make it happen.

Create a set of “Guiding Principles” to gain Clarity of “who” they need to be in order to achieve their greater Vision.

Truly believe they have the ability to make a difference in their leadership ability to influence corporate culture and act on it.

Build the foundations of proactive leaders throughout the organization.
A Successful Participant will be able to:

- Sustain behavior modification by creating a structure that associates their visible results from their modified actions, to their personal success and emotional gratifications in all areas of their life.
- Establish a personal sense of fulfillment that ties job with the success of the organization and the promise it needs to deliver on.
- Build a stronger sense of team and further develop team innovation and creativity.

The specific areas to be covered include:

**Awareness**
- Assess current organizational culture
- Assess issues that affect culture
- Evaluate personal life goals and the effects of organizational culture on those goals
- Assess current results in life Because of Work

**Implementation:**
- 5 pillars of Transformation
- Culture Evolution Strategies
- Clarity of Purpose and Direction
- Unified Group Identity
- A fun and Gamified Success Environment
PROCESS

INITIAL PREPARATION

- Discovery of issues affecting the organization and who the Key Influencers are. Metrics are set.
- Strategy session with Senior Management to determine guidelines for changes and KPIs.
- One day Change Leadership workshop for Senior Management to sustain and manage change.

WORKSHOPS BEGIN

- Knowledge is shared in the one day workshops with Key Influences. Exercises and reflection form new perceptions and the REAL possibility of creating a Great Working Environment.
- Key Influencers go to enroll their peers and managers in the idea of a better working environment and the process to make it happen.
- Key Influencers get feedback as to what kind of organization they wish to create, share knowledge and help peers and managers with exercises to gain new perceptions. Together, they lead the formation of Guiding Principles for sustainable change.

Employees review key points with interactive online learning.

The entire organization takes CBCI communication assessment online.

The changes employees will make are inline with original Senior Management Guidelines that were set BUT everything they came up with is their own and they have ownership.

Employees gain a unified identity and vision to improve their lives and personal success Through Work.

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EVOLVING ORGANIZATIONAL CULTURE WITH THE 5 PILLARS OF TRANSFORMATION

It outlines the 5 organizational Culture Evolutions and the steps required to help them evolve to a greater and more effective working environment. The 5 Culture Evolutions are as follows:

1. BLAME CORPORATE CULTURE
   - Identifying something bigger than yourself, a common "cause" that everyone can
   - Methodology that can achieve the greater purpose and show visible results in a short time

2. LIVE AND LET LIVE CULTURE
   - A predefined language that supports difficult communication and feedback without confrontation while helping to achieve the greater purpose by reinforcing the methodology

3. BRAND CONGRUENT CULTURE
   - A name, a mission, a club to belong to if you are using the Language and Methodology to achieve the Greater Purpose

4. MULTI-DIRECTIONAL CULTURE
   - Supporting personal goals and objectives through the culture and supportive group of people who help you stay accountable for YOUR desired outcomes

5. LEADERSHIP ENRICHED CULTURE
   - Unifying identity and common language

According to Arthur Carmazzi’s Research, there are 5 levels of corporate culture, and each statistically has proven different levels of efficiency based on comparable skill benchmarks across 8 different industries.
Things to consider for the below process steps

Workshops are attended by “key Influencers” identified in the discovery process

Onsite coaches will be in place to assist in all implementation sessions

40 minute Online Learning modules will be scheduled each day after implementation

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<tr>
<th>DAY 1</th>
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<tr>
<td>Discovery of issues employees have about their work environment and identifying key influencers (interviews)</td>
<td>Discovery day 2 plus session with Senior management to identity barriers and specific culture outcomes</td>
<td>DCI to study information</td>
<td>DCI to study information and come up with suggestions for success</td>
<td>Strategy session with senior management to set guidelines for the culture which employees will create, and detailed communication to the whole company</td>
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<tr>
<td>Implementation Workshop #1 on day one with 1st group of key influencers followed by implementation on day two</td>
<td>Onsite implementation and feedback with 1st group and peer training with peers for about 3 to 4 hours. Implementation Workshop #1 with 2nd group of key influencers</td>
<td>Implementation Workshop #2 for 1st group. Onsite implementation and feedback by 2nd group with peer training with for about 3 hours</td>
<td>Onsite implementation and feedback with 1st group and peer training with peers for about 3 to 4 hours. Workshop #2 with 2nd group of key influencers</td>
<td>Implementation Workshop #3 for 1st group. Onsite implementation and feedback by 2nd group with peer training with for about 3 hours. Workshop #3 with 2nd group of key influencers</td>
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<tr>
<td>Implementation Workshop #4 for 1st group. Onsite implementation and feedback by 2nd group with peer training with for about 3 hours</td>
<td>Onsite implementation and feedback with 1st group and peer training with peers for about 3 to 4 hours. Workshop #4 with 2nd group of key influencers</td>
<td>Onsite implementation and feedback by 2nd group with peer training with for about 3 hours 1st group prepares for workshop #5 with sourcing</td>
<td>Workshop #5 for both 1st and 2nd groups and Preparation for presentation that will be delivered to senior management and the majority of the staff</td>
<td>Fun and insightful Presentation of guiding principles and better future to senior management and majority of staff for about 3 hours. Management agrees to changes proposed if they fall within the guidelines originally set</td>
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