

## Culture Transformation Process

### PROCESS

### OUTCOMES

1. Initial meeting with the leader
2. Steering Team pre-process questionnaire
3. Steering Team members complete the **behavioral assessment**
4. Conduct individual interviews with the Steering Team
5. Steering Team development session
6. Process Launch Meeting



- Consensus on project scope
- Steering Team established
- Steering Team development
- Target Groups identified
- Define project success



1. Conduct **organizational culture assessment** with entire target pool
2. Meet with Steering Team to review assessment results



- Review of assessment results
- Consensus on next steps



1. Meet with a representative sample of each Target Group to review assessment results



- Add qualitative information to the assessment results to better understand the current culture
- Raise awareness, consensus and commitment to change
- Identification of “change levers”



1. Meet with a Steering Committee to develop the culture change implementation plan



- Understanding, clarity and consensus of the preferred culture
- Consensus and commitment to the culture change implementation

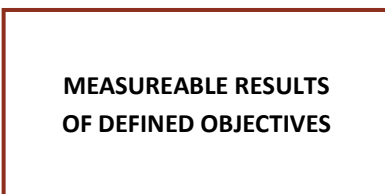
1. Plan execution
2. Correct-Copy-Coach
3. Regular meetings with Target Group teams to assess progress
4. Regular meetings with Steering Team to monitor progress and make fine-tuning adjustments as necessary



- Changed beliefs
- Changed behaviors
- Changes to culture embedding systems
- Enhanced leadership effectiveness
- Improved operational performance



- Conduct a follow-up organizational culture assessments at 6 and 18 months after project completion



- Quantitative measurement of cultural shift

CONTINUOUS COMMUNICATION