**Culture change**

“If a company wants to have control of its strategic development it must learn to analyse its culture and manage within its boundaries.” - Peter Smith

**Program Overview**

Learn what patterns of shared basic assumptions a group/organisation learns as it solves its problems of being competitive in today’s market place – both from a customer branding perspective and employee retention imperatives. Participants will be guided toward an understanding of their current organisational culture and how they’re behaviour as leaders influences that for better or worse. Tools and techniques for creating a company brand and culture will be defined.

**Key Benefits**

Participants will be able to:

- Understand how leaders embed and transmit culture.
- Determine the high pay-off activities which influence culture
- Do an anthropologist search on their own company to find out what cultural artefacts exist outside of their awareness
- Carry out a 25 point check of cultural signposts that customers pick up on when deciding upon the credibility of an organisation
- Understand the ‘Love marks’ you can develop that will turn your culture around
- Define cultural leadership behaviours

**Who Should Attend?**

This program is for leaders and managers who are committed to creating a more effective and ‘aligned to strategy’ culture.

**Key Competencies**

- Define the strategic context for cultural change
- Learn behaviours which positively and negatively influence organisational culture
- Gauge organisational readiness for culture change initiatives
- Identify obstacles and resistance to change interventions
- Plan an impending culture change program

**Duration**  
2 day

**Minimum Pricing**  
$825.00 per person

**Facilitated by**  
Peter Smith

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We reserve the right to reschedule this course if minimum numbers of 8 are not achieved to ensure maximum participation. Guaranteed confirmation will be given seven days out from this event.