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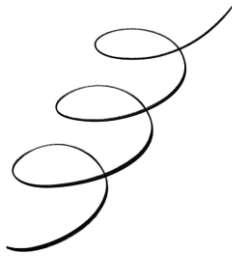
Cultural Change

New behavior does not evolve simply by introducing new strategies or structures: a change of corporate culture is needed. It is necessary to understand the often unwritten rules of a company and to raise awareness in management of the promoting and inhibiting aspects of corporate culture. Then, like in acupuncture, pinpoint measures can be taken that change the behavior of employees in the direction of the desired culture.

## Unwritten rules are the biggest barrier to meaningful change.

Typical Cases
– Management has decided for strategic repositioning, but it is noticeable that the existing culture is not compatible with it.
– Changes such as new structures, new incentive or management systems or comprehensive executive trainings have been initiated, but employees' behavior has remained the same.
– The challenges of the market have changed radically, and management is now promoting cultural change in the company, too.
– Mergers and acquisitions have been resolved structurally, but the cultures clash.

Benefits
A sound cultural diagnosis makes it clear to everyone in the company according to what rules the organization "ticks", where taboos hinder change, and what "norms" inhibit or promote future success. A cultural change process is about understanding the corporate culture and finding the right interventions to write a new cultural success story.

The 3 Steps of Cultural Change
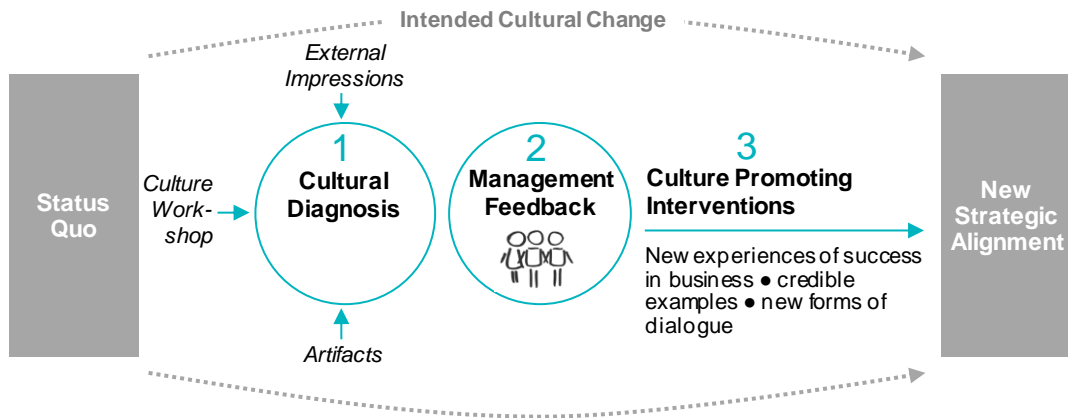
The procedure is broken down into 3 steps:

1. Understanding the unique culture of the company.
2. Initiating a dialogue with management on the "secret rules" of your company and organizing feedback.
3. Taking pinpoint measures that lead to success by way of new "values" and feature credible examples of cultural change.

We support you by …

– conducting a professional cultural diagnosis by means of tried and true methods: diagnosis workshops, online surveys, observations of artifacts, and in-depth interviews with customers and stakeholders.

– organizing effective feedback processes for top management on the cultural phenomena of your company.

– planning pinpoint interventions on cultural change, e. g. on special forms of communication, pilot projects, symbol management, and coaching of key persons.