

OUR CULTURE DESIGN PROCESS

1

DISCOVERY AND ASSESSMENT

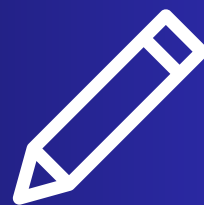
Begin by understanding the existing organizational culture, its strengths, and its weaknesses. Identify the organization's mission and vision to inform the desired culture.



2

DEFINE DESIRED CULTURE

Collaborate with leadership to define a clear and inspiring vision of the desired culture, outlining key values and behaviors that align with strategic objectives.



3

DESIGN CULTURE ELEMENTS

Develop a comprehensive plan for cultural change, including values, policies, leadership development, communication, and recognition systems that support the desired culture.



4

IMPLEMENTATION AND INTEGRATION

Roll out cultural changes gradually, starting with leadership. Provide training and embed new values and behaviors into daily routines and decision-making processes.



5

SUSTAIN AND EVOLVE

Establish mechanisms for long-term sustainability. Regularly assess cultural alignment, gather employee feedback, and make adjustments to ensure culture remains relevant and effective.

