

WHO & WHY ?



“Culture eats strategy for breakfast” (Drucker)

For anyone who wants to ensure that the culture of their organisaitonal unit is healthy and fit for purpose.


Outcomes

- ✓ Know what steps to take to create a culture that is aligned to your organisation’s requirements
- ✓ Understand the main difficulties or obstacles in creating such a culture – and how to remove or minimise them
- ✓ Develop an approach that helps gain the buy in of staff and other stakeholders

Content

- Why culture is important, and how to recognise it
- Your own experience
- What to do to build an effective culture: key strategies and skills
- Changing the culture: a case study

Learning Approaches

-  core learning input
-  your ideas & suggestions
-  paired activities
-  learning recap quiz
-  self-assessment questionnaire
-  case work
-  reflection & consolidation

 on site or  online

“ I wasn’t sure what to expect, but I’m glad I came – I’ve a clear view on how to identify existing cultures, and a game plan for change

Manager, Midlands Heritage Company