

Training Workshop – Module Overview

Is Your Organization's Culture an Asset or a Liability?

Managing culture is among the most important challenges facing organizational leaders. At one extreme are the managers who create cultures that provide clear competitive advantages for their organizations. At the other extreme are the managers who, perhaps inadvertently or unknowingly, promote cultures that drive their companies out of business.

Innesskirk's innovative "Shaping An Effective Business Culture" provides an excellent awareness of the behaviors integral to lead and build an achievement-focused, constructive organizational culture. Understanding culture is imperative, but knowing how to manage culture is the determining factor for the organization's future success. This workshop boosts awareness and understanding of methods available to transform the current operational culture into an ideal business culture.

Tutorial sessions, case studies, practical exercises, presentations and syndicate work make this a proactive, hands-on workshop.

Workshop Objectives Delegates Will Be Able To...

- Differentiate between constructive, aggressive and passive organizational cultures
- Recognize the value of developing a common language in culture management
- Define effective levers and targets for change and improvement
- Appreciate the role of leadership in culture change interventions
- Comprehend the value of quantifying the impact of change initiatives and interventions

Post Workshop IMPACT™ Program

IMPACT™ Project – Delegates identify a work-related project during the last hour of the training that will be used as a measurable indicator of successful application and implementation of the training content.

IMPACT™ Coaching – The delegates participate in custom-designed coaching sessions to facilitate the completion of their **IMPACT™ Project**. Delegates document the project's life cycle and all related issues in the provided coaching booklet.

Workshop Agenda – Day One

WELCOME

Introduction And Course Objectives

Agenda begins with the introduction of course objectives, materials, methodology and pedagogy. Instructor will include the introduction of delegates through icebreaker activity.

Organizational Culture Profile

Segment focuses on an overview of organizational culture, including an introduction of the "Human Synergistics Circumplex," definition of Constructive, Aggressive and Passive Cultures as well as defining the language of cultures.

Ideal Vs. Current Operating Organizational Culture

Delegates discuss typical ideal and operational cultures from around the world, encompassing real life examples of companies, case studies and the effect of culture analysis on profitability.

Culture Measurement Instruments

Segment focuses on the value of measuring culture and benchmarking. Discussions include relationship of culture to: customer satisfaction; staff turnover; employee engagement; role-conflict and motivation levels; teamwork; customer reputation; reward/punishment practices; leadership styles; organizational structure; sales growth and profitability.

LUNCH

How Culture Works – Model And Subcultures

Instructor-led dialog of a cultural model. Discussion includes methods to move from the current culture towards a self-defined ideal culture; introduction of causal factors; Individual, Group and Organizational Outcomes; and case studies.

Developing Change Interventions

Understanding culture and building a new culture through new initiatives. What to look for and what to include in culture-change programs.

Identification Of IMPACT™ Project

Delegates are assigned to groups and asked to identify a project which will require the use of the new knowledge and information acquired during the workshop. This will allow the delegates to transfer the new knowledge into skills and effective work habits.

CLOSING

Review the main points of interest for the course, deliver course administration like evaluation, action plan, certificates.



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