

Client Case Study: MBA Master Class Initiative

The Cultural Change Company was invited to take part in the MBA Master Class programme organised by Portsmouth University Business School. This Master Programme aimed to invite workshop providers who operate at the highest level in industry enabling successful cultural change outcomes in organisations. The audience included over 30 Executive MBA students as well as MBA alumni. All of these participants were experienced managers working in industry.

We designed a bespoke workshop for the client which included the following elements:

- Building a model of organisational culture
- NLP and Cultural Change Work
- Success Factor Modelling: Cases from Silicon Valley
- Managing Resourceful Emotional States
- Building Rapport
- Modelling Successful Cultural Change
- Researching Culture at Work

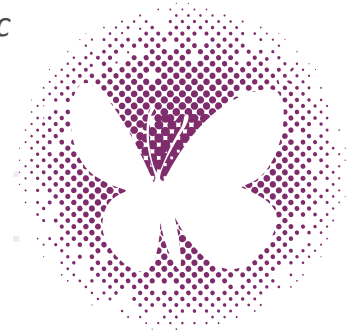
The participants were extremely motivated and really engaged with the workshop programme.

An MBA programme manager at the University of Portsmouth, Jennifer Morgan, stated that:

“We invited David to present a cultural change workshop as part of our MBA Master Class conference. His leadership delivering the seminar created a meaningful and memorable learning experience for participants. David’s unique blend of strategic change materials and NLP expertise proved highly effective at stimulating a really engaged group. I have no hesitation in recommending him in this role.”

The Cultural Change Company are regularly invited to participate in similar Master Class events and we have presented on MBA Programmes at:

- Lancaster University Business School
- Caledonian University Business School
- St Andrews University Business School
- University of Glasgow Business School



The Cultural
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