

Client Case Study:

Transforming Public Services UK Conference

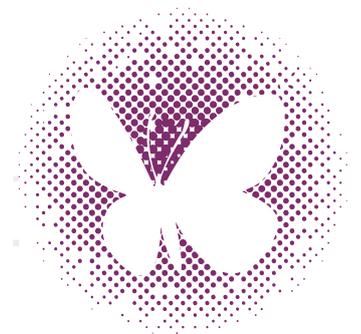
The Cultural Change Company was delighted to be commissioned by Open Forum Events Ltd as key-note presenters at this exciting conference: www.openforumevents.co.uk/managing-change-transforming-public-services-programme. At this UK-wide conference over 200 leading public sector change executives came together to share experiences and develop strategic approaches to working with and managing organisational culture. The Cultural Change Company shared the stage with global change leaders such as Google's **Karolina Lewandowska**, their UK Change and Transformation Manager, who addressed the subject: 'Getting the culture right: Lessons from Google'. The client Daniel Rankine, Director of Open Events stated that:

"Open Forum Events engaged David to deliver a presentation on Leading Cultural Change at the Transforming Public Services Conference held in Manchester Conference Centre. Our audience consisted of over 150 Public Sector Executives from across the UK. David's passion, knowledge and enthusiasm enabled a first class presentation. His mix of classic change models and cutting edge methods really connected with the delegates. David made an excellent contribution to helping create a lively and interesting debate."

A significant theme of this conference was the idea that 'culture plays a critical part in an organisations ability to deliver sustainable change and transformation programmes.' Drawing on our own specialisms we developed a presentation that majored on the following elements of cultural change work:

- Building stakeholder rapport
- Preparing change leaders for action
- Leading with impact
- Generating a high resource internal state
- Creating a circle of stakeholder excellence
- Diagnosing and changing culture at work
- Aligning culture with strategy

Our founder, David Potter, drew on practical case studies in which he has been instrumental, as well as knowledge gained from the University of California on cutting edge stakeholder engagement tools currently sweeping through Silicon Valley.



The Cultural
Change Company

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