

# Client Case Study: Leadership Development Programme

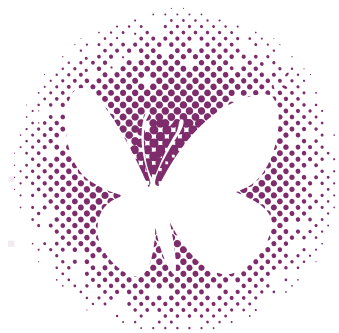
David Potter, the founder of The Cultural Change Company, is a highly accomplished conference speaker. He was invited by the Programme Director for the RAF Leadership Programme to work alongside their executive leadership group in a knowledge transfer project. This involved 45 Group Captains and David ran a post-dinner session with them on the cultural dimension of strategic leadership and used shared experiences underpinned by academic frameworks to enable knowledge transfer.

The aim of this project was to share knowledge with regard to cross-organisational and sector experiences of leading cultural change projects. David was delighted to share his knowledge and ideas with this highly important client group. The themes that he addressed were:

- Planning for cultural change
- Preparing others to lead cultural change
- How to diagnose cultural faultlines
- Appreciating the impact that organisational culture has on strategic outcomes
- Designing cultural change interventions
- Building the case for change
- Working with methods of analysing cultural change in process
- Leading cultural change
- Marketing of cultural change

Group Captain John Jupp OBE, who was the course leader, provided David with the following endorsement:

*“David came to speak to a group of senior RAF officers on a programme I was running debating the issues of leading change from a strategic position. His ability to transcend organisations and put across his considerable knowledge and experience in this field inspired the room and created a very high level of dialogue about cultural change in organisations that can only be of benefit to the organisation. A highly accomplished speaker.”*



The Cultural  
Change Company

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