

# The Cultural Change Company

Cultural Change Consultancy  
and Leadership Certification

## The Original Learning Experience

This course will:

- Unlock the full power of your own change management and change leadership potential.
- De-mystify the secrets of successful change leadership.
- Prepare you to implement successful cultural change within your organisation at an individual and group level.
- Enable you to harness today's most powerful change methodologies and tools.
- Give you the transferable skills and capabilities that will enable you to develop winning teams.

# Cultural Change Consultancy and Leadership Certification is a CMI Recognised Change Leadership Training Programme

## Cultural Change Consultancy and Leadership Certification

Cultural Change Consultancy and Leadership Certification is a change management development toolkit that works with the 'planning', 'analytical', and 'intrapersonal' skills that produce excellent Change Managers in organisations. Cultural Change Consultancy and Leadership Certification builds excellent soft & hard cultural change leadership skills and offers clients a Chartered Management Institute (CMI) Recognised Programme.

As you will be undertaking a CMI Recognised Programme it is understood that CMI recognition is an exemplary way to show that you have completed a training programme benchmarked against Management training quality modelled by the 'National Occupational Standards'. This dynamic course has been independently assessed and approved as a Chartered Management Institute Recognised Programme by a CMI appointed consultant and evaluated in relation to a Management and Leadership competency framework known as National Occupational Standards (NOS).

This independent benchmarking exercise compares our training approach and expected learning outcomes against specific UK standards of performance that managers and leaders are expected to achieve in their work; and the knowledge and skills they need to perform effectively. National Occupational Standards are approved by UK Government regulators.



## Who is this course for?

This exciting new course is designed for HR Managers, Operational Managers, Heads of Department and Senior Team Leaders involved in leading and managing change in their organisations. It is also very suitable for Business Coaches involved in Executive Coaching and Change Consultants who are seeking to specialise in the cultural dimension of change management consultancy. We intend to demystify cultural change and provide change leaders with all the knowledge and skills they require for success.

*Cultural Change Consultancy and Leadership Certification provides what we believe is the most powerful methodology for preparing change leaders for cultural change projects available today.*

## Be a winner

It is thought that up to 70% of cultural change projects fail to meet their objectives. Yet, 30% do achieve their objectives. The purpose of this exploration into the fascinating area of leading cultural change is to make sure that your organisation is a winner. We want YOU to be in the top 30% of organisations that enable successful cultural change and lead their stakeholders towards a very successful future.

You can inform yourself to a standard that can enable you to lead successful cultural change and this is the purpose of this course. This course will open up the subject of leading cultural change in ways that we assure you will be stimulating, rewarding and fun.

You will graduate from this course with:

- Advanced Presentation Skills
- Enhanced Learning Styles
- High capability at designing and delivering cultural change interventions
- Enhanced Group Management Skills
- Advanced Cultural Diagnostic Skills
- Advanced Rapport Building Techniques
- Advanced Communication Methods
- Advanced Research Skills

# Experiential Learning by Doing

We use an exciting learning strategy that combines innovative ideas with an action learning approach developed around proven change management methods. Our legacy is to leave you with transferable skills that you can share with your colleagues and which will improve your change leadership capabilities through the acquisition of new learnings and the effective application of change methods. The learning project will incorporate a number of learning strategies drawn from:

- MBA learnings
- Conscious Leadership
- Action research learnings
- Case study learnings
- Learning by “doing”

This course is very practical and experiential and is based upon Industry best practice examples and cutting edge ideas regards cultural change work.

# Your Principal Trainer



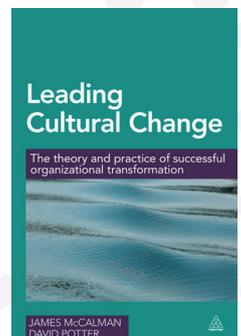
Your principal trainer will be **Dr David Potter**, who holds both an MBA and PhD in Organisational Change. David is also an Advanced Trainer specialising in Conscious Leadership skills.

He is also a graduate of The Disney Institute Orlando Service Management Program.

David will work with you throughout the course as your *'self-belief coach'* to enable you to build your cultural change management skills.

David is a qualified cultural researcher and is the co-author of *'Leading Cultural Change; the theory and practice of successful organisational transformation'*.

David frequently teaches and presents to students on MBA and Executive Development courses on the topic of cultural change, including at University of Strathclyde Business School, the University of Glasgow Adam Smith Business School and St Andrews University. He is also a highly experienced corporate strategist and executive change manager.



## Course Aims

The aim of this learning project is to work collaboratively with you to develop a number of understandings and skill sets regarding managing and leading organisational culture. Throughout our shared learning journey you will develop competent skills in culture analysis and the leadership and design of cultural change in your work settings.

## Course Objectives

The course objectives are to introduce you to ways of:

- Thinking about organisational culture
- Planning for cultural change
- Preparing others to lead cultural change
- How to diagnose cultural fault lines
- 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

The core objective is to enable you to improve your management decisions concerning leading and working with cultural change initiatives at every management level. Investing in a training course is a big decision and experience tells us that managing cultural change can be extremely stressful and potentially damaging to the wider organisation. Your investment in this course will ensure that you are fully prepared, confident and ready to meet the challenge of leading successful cultural change interventions.



## Course Content

Cultural Change Consultancy and Leadership Certification is based upon three modules; each module covers a particular aspect of leading cultural change and as the course progresses each module enables the '*layering*' of experiential learning so that the change management philosophy and methods literally 'get into your muscles' and become part of yourself. You will leave this course with new dynamic perspectives and skills that will transform your change management and leadership capacities as well as providing you with opportunities for personal growth and transformation.



## Module 1: Cultural Diagnosis and Reporting

Diagnosing the culture at work that is disabling strategic change, or hindering organisational effectiveness, is the most important element of a cultural change intervention. This module introduces 'ethnographic' research methods which are ideally suited to identifying cultural change 'blockers' and 'enablers' and working with these to deliver successful cultural change. You will be able to design, implement and lead cultural research projects with a very high standard of competence and skill.

## Module 2: Intervention Design

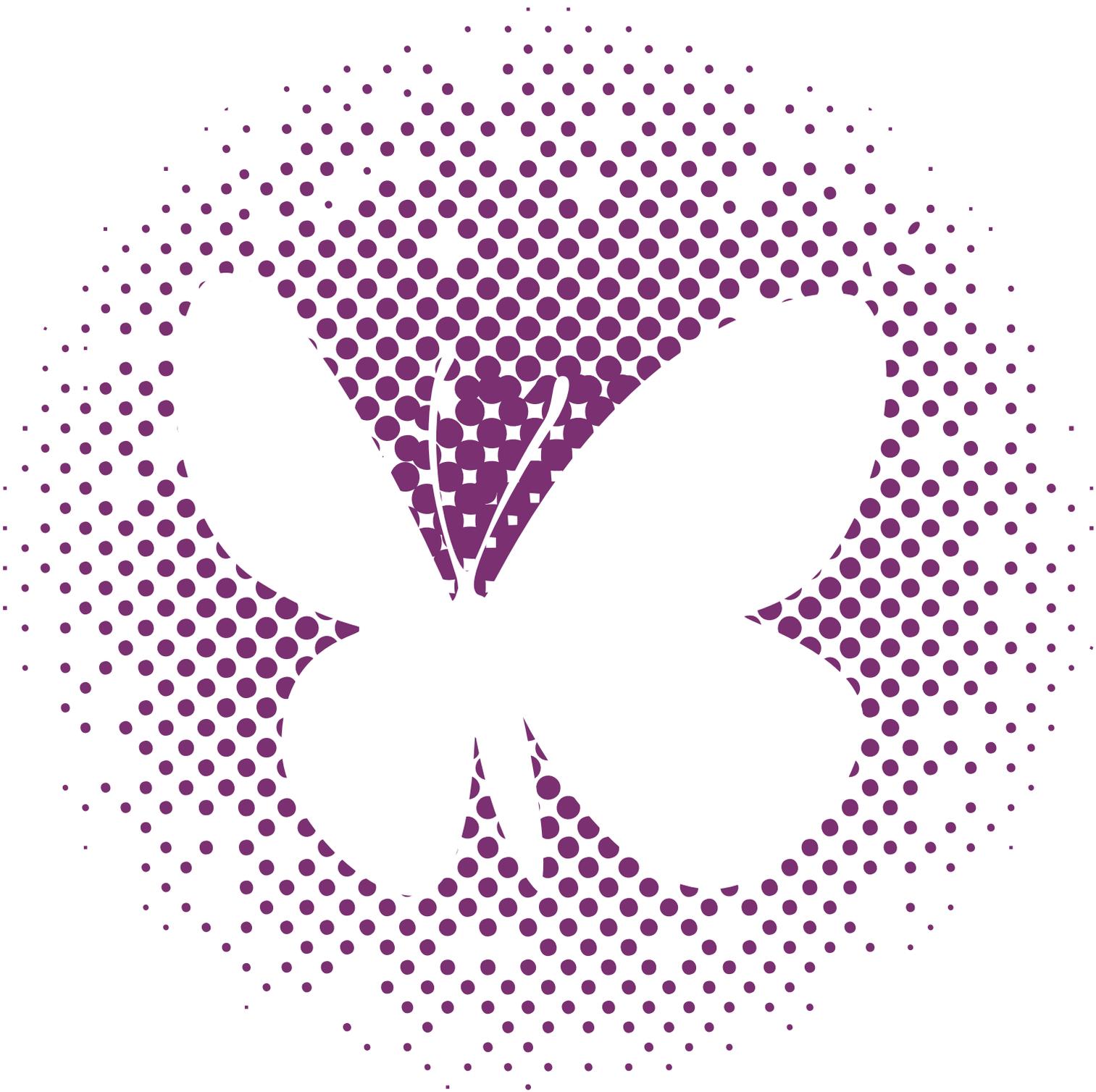
This module would typically involve teaching a mix of change technologies that can be optimised to ensure the perfect solution is applied to any cultural change situation. The output of this module would be a full intervention design framework that would include change technologies that enable:

- Building the case for change
- Building the leadership capacity for change
- Building ownership for change results
- Building a cultural change network
- Building change support capability
- Building a mentoring programme
- Active change intervention
- Building an internal marketing programme
- Evaluating progress
- Evaluating results

## Module 3: Enabling Intervention and Successful Change

This module would ensure that you are confident the intervention is being carried out smoothly and in line with the change programme. We would explain the full range of technical support required for key stages of the change intervention. This module includes a number of 'Pulse Checks', methods for sense checking progress against well-formed outcomes in the form of Performance Indicators.

*We invite you to be curious and open to the potential for developing a highly successful and rewarding programme that has the potential to transform lives and which will represent your organisation to a very high standard. We look forward to discussing this proposal in more depth and to learn from you too.*



## BOOK TODAY

For more information or to book your place, visit [www.culturalchange.co.uk](http://www.culturalchange.co.uk), call 07450962526 or email [david.potter@culturalchange.co.uk](mailto:david.potter@culturalchange.co.uk)

