

Culture Alignment

Culture is the DNA of an organisation.

Culture is created from the messages people receive about how to behave in an organisation. These messages demonstrate what is expected, valued and rewarded. Understanding your culture and aligning to your organisational strategy is fundamental to improved execution and increased productivity and performance.

Culture can be organic or culture can be intentional.

We believe that culture needs to be intentional and needs a strategy. With the right planning, investment and design your company culture can accelerate the performance of your people and your profit. We work with organisations on culture transformation and change. We identify both **culture strengths** and **culture shifts** through our culture alignment five stage process.

Stage 1 – Align

The first step is executive sponsorship and alignment, ensuring senior leaders create the vision for the way forward. This includes defining target culture, strategic imperatives and articulating the organisation's ways of working philosophy.

Stage 2 – Discover

Our Culture Audit helps to discover and understand the unique context of each organization, the operational landscape and employees expectations and beliefs. This process involves a qualitative survey, deep dive interviews and focus groups which we then translate into a culture plan and roadmap.

Stage 3 – Ignite

Leaders owning culture change is pivotal and personal adoption is key to shifting existing habits, igniting behavioural shifts and creating new ways of working. Our Ignite Workshops helps to create behaviour shift at scale and across all levels of leadership.

Stage 4 – Shift

Shifting culture starts when we pull a combination of culture levers at an organisation, team and individual level. Broad engagement is key and the faster the whole organisation engages in the process, the higher the probability that culture will shift.

Stage 5 – Fuse

The final stage is to integrate the system and behavioural change by fusing newly created cultural norms into your organisation's DNA and ways of working.

Culture alignment helps organisations going through business transformation, integrating companies post an M&A, redeveloping company values or needing to create a culture of innovation, inclusion and engagement.

CONNECT WITH US

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