



Creating Inspiring Cultures

An organisation's culture, combined with strategy and structure, form a strong foundation for effective performance. Yet, sometimes cultures can constrain action or the pursuit of new strategic initiatives. In this masterclass, using a combination of cases and problem-centred discussion, participants will gain an understanding of how an organisation's culture comes to be, and how it can be changed to inspire its members and improve effectiveness.

Recommended audience

This masterclass is designed for:

- Strategic leaders who have business unit responsibility
- Executives working in policy or advisory roles in areas in which strategic, cultural, or structural change is needed or desired

Key benefits

By the end of the masterclass participants will be able to:

- Appreciate how a culture and its various layers and levels are formed
- Identify basic beliefs and hidden aspects of culture
- Create a programme of cultural evolution

Topics to be covered

- What is culture?
- The role of founders
- The onion model and cultural breaching
- The journey of culture change

Length of session

One full-day of combined short interactive lectures and group discussions

