

Cultural change is not only good for business—it's everybody's business. But how do you get your people to understand it, support it, and do it? Get together with the Cultural Change Situation.



Cultural Change Situation™

A simulation that helps set cultural change in motion.

Cultural change is your #1 business priority. You're poised and ready to roll out one of the most complex, difficult projects you'll ever undertake. *But are you?*

To be effective—to “work”—cultural change requires a clear direction, dedication, patience, time...and *people*. Yet, many culture change efforts fail before they start because those expected to carry out the change weren't “on board.”

So how do you get the message to the masses? How do you build a solid understanding of what's involved in cultural change—and engage and excite your people about the program in the process?

How Cultural Change Situation Works

Initiate and Support Change

As members of a team responsible for culture change recommendations, your people are challenged to present an improvement plan to the fictional company's board of directors. Following a structured process that involves *Organizational Culture Inventory®* (OCI) profiles and *Organizational Effectiveness Inventory™* (OEI) results, the team must analyze the information and decide on actions to move the culture toward the company's “ideal” or desired culture.

By working through their assigned task, participants get to know the behavioral patterns or “*norms*” measured by the OCI. They also learn about the *forces* that create and reinforce these norms, as well as the resulting *outcomes* (as assessed by the OEI).



For more information on the OCI and OEI, see pages 56-64.

PRODUCT APPLICATION

Use the Cultural Change Situation to:

- Prepare individuals for their role in redirecting your organization's culture by enabling them to experience and participate in a fictional cultural change process
- Cost-effectively introduce and explain the activities and strategies involved in cultural change
- Streamline cultural change by building knowledge and familiarity with planning and implementation processes

organizational development

Please refer to the back of the catalog for the Pricing Guide.

Cultural Change Situation

PARTICIPANT MATERIALS
Participant Booklet
SM 29101

FACILITATOR MATERIALS
Leader's Guide
SM 29110
Transparencies (set of 7)
SM 29111

