

DEVELOPING A CULTURE BLUEPRINT



The value of a business is a function of how well the financial capital and the intellectual capital are managed by the human capital. You'd better get the human capital part right. ”

– Dave Bookbinder



Developing a Culture blueprint

Is your culture eating your strategy for breakfast, as the saying goes?

Do you sometimes feel that organisation politics and negative behaviour is breaking down the fibre of your organisation?

Do you need to develop a new culture to drive higher levels of performance in your organisation?

Overview

Organisations tend to focus on strategies for success whilst ignoring the real game changer – culture.

The behavioural fabric of your organisation defines how successful you will be. When you decide to change your strategy, the culture will not always change at the pace you need. This means that you need to define and implement a program focused on stimulating a change of behaviour, norms, beliefs and commitment in order to achieve success.

73% of employers believe a great corporate culture gives their organisations a competitive edge
- CultureIQ

Culture determines your bottom line. If you are unsure about this, try to imagine what would happen to performance if the worst behavioural traits in your organisation vanished and were replaced with productive cohesive behaviours – that is the power of culture in determining success! Business models can be replicated, strategies copied; but an organisational culture will always be unique to its environmental context.

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Business value gained through the solution

- A clear culture plan will ensure the will power and appropriate behaviour is present in the organisation to deliver the organisational strategy.
- Having the right culture could act as a significant attractor for new talent and retention mechanism for talent already in the organisation.

Solution features

- The project is typically very clearly supported by analytics and metrics. This is facilitated by a number of tools, instruments and assessments.
- A further key feature is the very high level of engagement across the organisation.
- Once the new culture is established it is typically integrated into key people process, such as performance management, incentivisation etc.
- A decision to change the culture is a long term commitment requiring significant time and human resource investment.

Process overview

- The process kicks off with an assessment of the current culture.
- The next step is a highly engaging and interactive approach to the development of a culture blueprint for the future.
- A more detailed approach is then implemented to introduce and embed the new culture and norms.
- Ongoing monitoring and reinforcement of the culture ensures it remains in place.
- The process is highly engaging and at times requires significant challenge of current norms.

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