



SHAPE YOUR  
**CULTURE**

**Great cultures don't just happen.**

**They take effort and skill.**

Developing a winning culture is not a task.

It's a process using a set of **skills**.

Skills that enable you to define and shape culture over time, defining and nurturing a sustainable culture that will help your organization thrive.



## Our Approach

Organizations are putting increased effort into articulating and shaping an optimal organizational culture. The role of culture as a driver of performance, social awareness, and organizational adaptability is becoming clearer. These heightened expectations require a clear lens on how organizational culture behaves. Our approach defines culture, develops the core skills of the CultureShaper and teaches how to use those skills to safeguard that optimal culture.

### DECONSTRUCTING CULTURE

Start by agreeing on a definition of culture and its basic components. Culture is ultimately about how your organization gets things done. Creating a consistent understanding of the mechanics of culture will provide the foundation to describe your organization's optimal culture and advance towards safeguarding that culture.

- What is Organizational Culture?
- Why Organizational Culture Matters
- Creating vs Shaping Culture
- How Culture Can Reveal Itself
- Barriers to Embracing Culture
- Current Culture Consideration

## ENGINEERING CULTURE

Once you have embraced culture as an organization's critical capability, you can begin to learn the skills needed to shape your organization's target culture. From stakeholder readiness and leadership inspiration to downstream employee engagement, you will learn the skills needed to master and shape your culture as a CultureShaper.

### SKILL 1

#### GETTING STAKEHOLDERS READY

- Creating a definition for "stakeholder"
- Identifying your stakeholders
- Mapping the different categories of stakeholder
- Leveraging levels of stakeholder participation
- Creating stakeholder engagement plans

### SKILL 3

#### ALIGNING REALITIES WITH CULTURE

- Linking cultural expectations to organizational practices and procedures
- Identifying competency frameworks
- Layering levels of competencies
- Reinforcing importance of cultural considerations
- Tying competencies to culture

### SKILL 2

#### CRAFTING A RELATABLE CULTURE

- Identifying an organization's core ideology
- Transitioning personal values to organizational values
- Identifying components of a healthy Culture
- Putting a stake in the ground to shape a preferred operating culture

### SKILL 4

#### MAKING CULTURE SHAPING PERSONAL

- Adapting successful habits
- Understanding the stages of transformation
- Embracing the Five Tenets of effective culture shaping
- Creating individual culture shaping habits
- Managing personal change

## GUARDING CULTURE

Ultimately you will embed new work habits that fuel the preferred culture with every employee within your organization. Your Culture Shaping skills will ensure a constant cultural evolution that supports the right outcomes across every team and every project.

- Defining what "Embedding" means
- Making "Culture Shaping" part of the optimal culture
- Prioritizing what to embed and when
- Creating a personal embedding model
- Building a culture shaping deployment strategy

As a **CultureShaper**, you will embed the fundamental **skills, habits** and **practices** to fuel organizational resilience, shatter hurdles and obliterate your goals over and over again.

# Join the CultureShapers Collective



Individual and Organizational knowledge about culture and the awareness of your existing culture will vary. These interactive programs are 'fit to purpose', focusing on strengthening skills and confidence of participants where there are gaps.

Participation in any of the CultureShapers Collective programs opens the door to the Collective's brain trust and a network of Culture savvy leaders. Our purpose is to enable you to create a healthy and engaging work environment by making culture work.

The approach to developing the skills can be further customized to your needs; there are opportunities for:

- collaborative learning
- coaching through work group
- discussion forums
- practicums



## Why become a CultureShaper?

- Lack of a clearly defined and consistent organizational culture
- Lack of a consistent definition of Culture
- Lack of a defined focus for Culture within your organization
- Fragmented Sub-Cultures across different operating units
- Forced change - external forces acting on your organization
- Expanding Culture to include a focus on equity and inclusion
- Connecting your Culture to social issues that impact your employees and customers

**Is your organization prepared to **Make Culture Work** ?**

***“Culture eats strategy  
for breakfast.”***

*– Peter Drucker*



**Make Culture work.  
Join the Collective.**

[www.cultureshapingcollective.com](http://www.cultureshapingcollective.com)