IP BEST PRACTICES

Shaping Culture

A best practice shared by Sabine Laute.

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Shaping Culture

This method helps organisations shape their culture to achieve their strategic goals.

Key steps

Start by clarifying the desired outcomes, then identify the day-to-day behaviours that affect these outcomes, and finally identify the formal and informal enablers and blockers that will support or hinder cultural change.

Involve as many people as possible from different parts of the organisation to get the full picture.

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