IP BEST PRACTICES

Define an Effective Plan for Culture Activation

A best practice shared by Julia Rathmann.

Generated on 22 November 2026

Define an Effective Plan for Culture Activation

The ADKAR Framework helps orchestrate a structured plan for culture activation by sequencing interventions, cascading engagement, and anchoring new behaviors.

Key steps

Awareness: announce change and explain reasons behind it. Desire: address concerns and choose champions. Knowledge: provide resources, tools and training. Ability: run practice sessions or simulations and pilot projects. Reinforcement: monitor progress, reward engagement and align systems — symbols, guidelines, processes and structures.

To establish an activation map, define stakeholders and the cascading logic first, then define phases and determine what stakeholder groups will be integrated when, including internal events.

CONTACT

InspiringPeople

ADDRESS

Maliebaan 45

3581 CD Utrecht

The Netherlands

PHONE

+31 84 00 38 999

EMAIL

contact@inspiringpeople.com



“Inspire to engage”