IP BEST PRACTICES

Shaping Corporate Culture

A best practice shared by Sabine Laute.

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Shaping Corporate Culture

Guides participants to define the culture needed to reach strategic goals using the Culture Map, through face-to-face and virtual workshops.

Key steps

Define the positive and negative aspects of three dimensions to identify levers for change, strengthen positive behaviours, and address gaps to realise your desired future.

The 'results' are the fruits that can be harvested — the things you achieve with your culture. 'Behaviors' are at the heart of culture: specific, concrete and observable actions that lead to a good or bad result.

'Enablers' enable behaviors, 'blockers' prevent behaviors — some formal (rules, incentives, instructions), others implicit (unwritten rules, meeting rituals, habits, micro-managing or routines).

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