IP BEST PRACTICES

# Cycle of Culture Change

A best practice shared by Irene Koelemeijer.

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# Cycle of Culture Change

A structured culture intervention that turns shared priorities into ownership, commitments and execution, using a four-colour logic to clarify what to keep, strengthen, shift and stop.

## Key steps

Create shared priorities: participants surface what they value and what creates friction, then cluster and rank it to set clear priorities. Themes become visible by placing them in the four-colour cycle.

Build ownership: core groups form around one linked Strengthen-Shift pair and own it as a project. They define the current reality and desired direction, then create a roadmap with roles and a timeline.

Embed & review: groups return for two follow-ups — first to present and refine their project plan with the wider team, then to review results and measurements, and commit to what needs to be embedded so the changes hold.

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