IP BEST PRACTICES

Activating Culture Through Play

A best practice shared by Julia Rathmann.

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Activating Culture Through Play

Enables leaders to kick-start culture transformation by experiencing new behavioural principles in a safe, playful learning environment connecting thinking, feeling and doing.

Key steps

Use playful simulations in the Test & Learn and Transfer phases of a culture transformation, allowing leaders to explore first attempts at living the aspired culture without real-world risk.

Activate all drivers of behaviour change by combining cognitive understanding, emotional experience, and behavioural practice. Lower defences and invite curiosity through play, creating space to surface patterns, barriers and habits that reinforce the old culture.

Anchor learning through structured reflection and debrief, translating insights into individual cues, new routines and concrete action plans, then reinforce change by giving leaders the opportunity to practice again in realistic simulations.

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