IP BEST PRACTICES

People Ambassadors Empowered Fostering Cultural Transformation

A best practice shared by Mariuxi Miranda.

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To effectively activate your desired organizational culture, it's essential to identify individuals who are trusted within the organization — not necessarily those in formal leadership positions.

Key steps

Identify cultural allies across all levels: look for approachable, respected, and dependable individuals, avoiding assumptions based solely on attitude or position — prioritize those who listen to people, support and influence others.

Host an alignment session: bring these key individuals together to review current outcomes, clarify expectations, and consolidate commitments to the cultural strategic goals.

Empower cultural ambassadors: launch the transformation plan by equipping these informal leaders with the tools and support they need — from both leadership and the broader organization — to champion and drive the desired cultural change.

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