IP BEST PRACTICES

Managing and Messaging

A best practice shared by InspiringPeople.

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Managing and Messaging

Culture change needs to tie in with the other programs and formal systems running in parallel, or it won't stick.

Key steps

Sustainable change means the system itself changes too — you can't ask for more entrepreneurial behavior while keeping bureaucratic processes. Culture change mostly engages and satisfies employees, who in turn serve customers, who in turn satisfy shareholders and society — and each of those stakeholders is usually already served by a program of its own.

Align the culture transformation with performance improvement, digital transformation and corporate responsibility programs running at the same time, and set up a holistic communications plan so the tone of voice stays consistent across all of them.

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