



Planning for accelerated culture transformation

Most literature claims that organizational culture transformation takes up to seven years. What's the problem with that? The average lifespan of organizations in 2018 is only 12 years. There's no time to use traditional approaches for cultural transformation.

At MacPhie, we have developed an Accelerated Culture Transformation practice that rapidly defines an organization's aspirational culture and begins the process of implementation immediately. With dedicated sponsorship and active management of a culture, transition to desired state can be an organization's source of sustainable competitive differentiation.



HERE ARE FOUR TIPS TO MAKE YOUR CULTURAL TRANSFORMATION SUCCESSFUL

1. Secure a dedicated executive sponsor

Investing in cultural transformation requires a champion at the most senior levels of an organization. An active sponsor will lead to 65% higher rate of success. The role of the executive sponsor is to ensure the proper resources are put in place to do the work, that barriers are removed and importantly, ensures the culture transformation effort is treated with the same respect as other business priorities.

2. Develop a culture club

Engaging representation from key business departments and locations in a culture club steering committee will allow you to accelerate your culture work. Bring the culture club together – live or virtually – at the beginning of your effort to align on objectives and approaches. And regroup regularly throughout the process to ensure buy-in and support from each department and location. This group can facilitate organizing resources and cascading the values that drive your culture.

3. Build engagement in the middle

Middle management is the key to any successful change. They are the conduit from leadership to the front-line. Thoroughly engaging middle management in the culture transition process, will lead support your accelerated culture transformation. Engage them early and in the co-creation phase so they feel ownership and invested pride in your aspirational cultural definitions. When it comes time to implement, give managers the ability to author how they bring the culture to life on their teams.

4. Let everyone feel their voice has been heard

Whether with intention, or not, your current organizational culture has formed through the shared assumptions, beliefs, and unspoken behavioural rules that currently exist among all employees. Employees have valuable input on how to make the culture stronger –you just need to listen. To accelerate your change, each employee needs opportunity to contribute their perspective and understand how this change will affect them.

LET'S CONNECT TO CHAT ABOUT YOUR ORGANIZATION'S CULTURE – WHETHER YOU WANT TO PRESERVE A STRONG CULTURE THROUGH IMMENSE GROWTH OR EVOLVE YOUR CULTURE TO DELIVER ON A BUSINESS STRATEGY, MACPHIE CAN HELP. THINK@MACPHIE.CA