Anchoring cultural change in everyday business

with the *Culture Journey Team*

Düsseldorf

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DE METHODOS
THE CHANGE MANAGEMENT COMPANY

Overview

The Culture Journey Team ensures the practical applicability of the cultural target

Culture Journey Team in a nutshell

A modular, sprint workshop series with volunteer managers and employees from various areas (including locations) of the company who are interested and have the skills to actively shape the cultural change and act as multipliers

Cross-hierarchical and cross-functional group of 30-40 participants meets in a defined time frame for 5 one-day moderated workshops

The contents of the workshops build on each other and at the end of each workshop a concrete, predefined MVP is available as a result

In self-organized, agile task forces, the participants continue to work on specific topics between the respective workshops, e.g. on the MVPs and their piloting (including pit stops with the board of directors/management and HR in the role of product owner).

Welche Art von Organisation wollen wir sein?

CULTURAL TARGET PICTURE

Wie sollen sich unsere Mitarbeiter dabei verhalten?

BEHAVIOURAL EXPECTATIONS

Welche Art von Führung unterstützt die angestrebte Kultur?

LEADERSHIP BEHAVIOR

Welche Rahmen-bedingungen fördern eine um Verhaltensänderung?

FRAMEWORK CONDITIONS

Wie aktiven wir die gesamte Organisation für den Kulturwandel?

ACTIVATION OF THE ORGANIZATION

Workshop modules

In 5 workshop modules we work on concrete prerequisites for cultural change

M1

CULTURAL TARGET PICTURE

- Idea and mission of the Journey Team
- Role and self-image of the members as designers and multipliers
- Getting to know the working status of the cultural target image and first sounding

M2

BEHAVIOURAL EXPECTATIONS

- Determine status quo and ambition level
- Identify "Moments of Truth" and describe desired behavior in concrete terms
- Applying behavioral expectations to real-life examples

M3

LEADERSHIP BEHAVIOR

- Inventory of the current management culture (understanding, style, structures, patterns etc.)
- Comparison Fit with the cultural target image
- Develop cornerstones of a new understanding of leadership that promotes the desired culture

M4

FRAMEWORK CONDITIONS

- Identify barriers and prerequisites (enabling conditions) for behavioral changes
- Developing concrete ideas for the implementation and design of framework conditions

M5

ACTIVATION OF THE ORGANIZATION

- Sounding and development of ideas to activate the organization (procedures and measures)
- Qualification for the role as a multiplier
- Recap of previous work and decision of the group on further joint meetings and activities

Discover the Red Side of Change

Believe in Changeability

Promote Authenticity

Find Joy

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