Six Elements of Culture Change Framework

Culture is how people know what to do even when there isn't anyone around telling them how to behave. It is our invisible guide, and it is ALWAYS reflective of an underlying value system.

VARIABLE	IDEAS	YOU
ORGANIZATIONAL STYLE: The way you are organized not only communicates what your company cares about but determines what your people are allowed to do.	Implement systems that incentivize and hold units accountable for working together and communicating.	
ARTIFACTS: The physical elements your organization produces represents your values.	Develop and implement plans for full staffing and resourcing of support offices.	
CUSTOMS: Every organization has traditions, standard operating procedures and best practices that become sedimented.	Develop a sound, multi-modal DEI curriculum that leverages existing resources and outside sources.	
NORMS: Expectations, formal or informal, about how to behave.	Leadership is essential. Publicly support both individuals and units doing this work.	
LANGUAGE: Language structures out thoughts including the opportunities we perceive and the threats we feel.	Systemically listen to stakeholders to help create assessable action items that support inclusion.	
BELIEF & VALUES: Everyone in the organization will share a common set of beliefs, or they will find themselves to be a bad "fit" for the organization.	State your beliefs often. Change message from "We care" to "We'll fight for you."	

Six Steps to Outstanding Culture Change

Culture happens whether you are paying attention or not. Ongoing attention is needed to diagnose and mobilize a plan, develop an organizational vision, communicate status, test and implement, institutionalize, and monitor and adjust along the way.

VARIABLE	ACTIONS	YOU
0. REVIEW & PREPARE – Internally learn and assess your organization's current culture	Ask yourself and others, "Do we have the culture we want?" Determine whether you have the following resources available in your organization to lead a culture change effort: Time, Talent and Attention. Make sure you have a few places where there is an intersection of Time, Talent and Attention before moving on.	
1. SEEK OUT LIVE WIRES & SACRED EXCEPTIONS – Find the challenges and road blocks	What hasn't been measured before? In previous surveys what was measured? Based on the evidence that is gathered, in what areas is this organization doing an outstanding job? What is working? What is being underutilized?	
2. BUILD CAPACITY & FOUNDATION – Communicate your vision and the need for change	Reflecting on benchmarks, leaderships, and best practices, check for understanding, and identify what is possible.	
3. ADD SCAFFOLDING & SUPPORT – Build the expectation of outstanding culture into your organization's DNA	What on-going education, community building, and support can be utilized while building out your vision. How is this vision being role modeled by leadership? Stakeholders? Do organizational mission/vision, policies, procedures, etc., align to support this vision?	
4. REPLICATE & IMPLEMENT – Develop and implement specific action plans throughout the organization	Can plans be implemented across all six cultural change elements? Which are easiest? Harder? How is the impact being measured? Don't break what isn't broken!	
5. MONITOR & ADJUST – Institutionalize ongoing efforts to solidify your outstanding culture	Proactive, preemptive, check in plans to assess progress in real time to adjust accordingly to reach goals. What are new issues that need to be taken into consideration? How are you celebrating wins? Supporting others doing similar work? How are you influencing your community? Industry? Supply chain?	

Short Updated Bio for about author page

Perhaps it's her Texas roots, but Jess Pettitt, MBA, M.Ed., CSP, believes that to really thrive in this world, you have to ride two horses—one of giving and one of receiving. For Jess, the giving horse is her passion for service, and the receiving horse is the high she rides entertaining audiences.

For almost 10 years, Jess rode one horse by day, serving as an administrator in student affairs for university Diversity and Inclusion programs, and the other by night, performing and hosting three times a week doing stand-up in New York City's most popular comedy clubs (ask her about George Carlin's nickname for her or sharing an eggroll birthday cake with Bob Newhart).

Eventually, Jess discovered she could ride both horses at the same time in the same career, and a speaker in the DEI space was born. Now, nearly 20 years and half a million audience members later, Jess gallops from coast to coast delivering her "Good Enough Now" message to anyone willing to take the leap toward creating a much more inclusive (read: much more effective) organization.
  If you'd like to discuss bringing in one of the funniest speakers you'll ever hear to deliver actionable content on everything you've ever wanted to know about Leadership and Diversity but were afraid to ask, reach out to Jess today.

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