

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?	