

Connecting the Dots: Developing a Winning Organisation Culture

Do you want to develop a winning culture?

How are you able to brand your organisation together with your culture?

Introduction

The business world is only now beginning to open its eyes to the fact that a powerful corporate culture can generate hard-currency results. But Marty Parker has known this for years. This workshop reveals the best practices of some of the world's top companies to help you generate extraordinary business results by spearheading cultural change in your own organisation. Culture isn't just connected to performance; it drives performance. Today's top companies invest in their corporate cultures, and they don't pull back when times get tough. Even in the most challenging times, they behave like great companies. And that's what they remain. Learn the hard-earned lessons with this workshop and establish the kind of culture that seizes and holds the competitive edge. Then, let's do it better tomorrow!

Program Objectives

This program aims to:

- Provide tools to develop a winning culture that gives an organisation a competitive advantage.

Learning Outcomes

After completing this program, the participants should be able to:

- Set the stage for improved communication, innovation, and performance
- Provide significant shareholder return
- Measure and align your organisation's efforts
- Recruit and retain the best people in your industry

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend

Human resource personnel, marketing personnel, financial personnel, managers, Senior Management, and anyone who would like to play a role in contributing to the organisation's culture.

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p>Are you ready to Accept the Challenges?</p> <p>In this module, the participant would learn the basics of the corporate culture. Then, they will carry out a cultural assessment. From the assessment, the participants would learn how to perform the behavioural map so that they can start with the behavioural culture. Then, the participants would learn how to apply the tools to align culture in the organisation.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Top Down Approach in Culture Change</p> <p>Corporate culture must start at the top. This module looks at the role of leadership that contributes to the culture in the organisation.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>The Culture Conversation</p> <p>Before implementing any cultural transformation, the participants would learn how to survey to get feedback from the employees. Then, the participants would learn how to analyse the data, formulate the corporate culture model, and deliver the corporate culture model to the employees in the organisation.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>The Train Drain</p> <p>This module discusses the application of training on corporate culture change. The module focuses on training behaviour, training the brain, and training for fitness.</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p>Culture Booster</p> <p>In this module, the participants know how to create an impactful culture. Motivation is very important to create a sustainable culture. The participants would understand the importance of celebration over a small change. The participants would learn how to create the belief statement to reinforce culture.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Culture Killer</p> <p>In this module, participants would learn the rubric system to find</p>

	<p>out the tricks that might hurt corporate culture. The participants would learn how to identify the barriers to changing habits, systems, and people. In addition, the participants would learn how to handle culture clashes that derived internally and externally in the organisation.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Recruiting for Fit</p> <p>In this module, the participants would revisit the recruitment process so that they would be able to recruit the talent with the same corporate personality of the organisation. The participants would learn step by step to review and reconstruct the recruitment process.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Corporate Culture as Organisation Branding</p> <p>In this module, the participants would learn how to leverage corporate culture as corporate branding. In addition, the participants would learn how to leverage an internal marketer (employee) as the agent to deliver the positive values of the organisation to the stakeholders.</p>