



High-Velocity Culture Change

A Handbook for Managers

Price Pritchett
&
Ron Pound

High-Velocity Culture Change: Creating a Change-Adaptive Culture

High Velocity Culture Change: Creating a Change-Adaptive Culture* helps managers reshape corporate culture in record time, avoid costly and time-consuming mistakes that sabotage attempts at culture change and create top to bottom alignment for the culture change effort.

*Culture Shift: The Employee Workshop for Changing Corporate Culture is a companion training course for all employees.

Agenda

Module 1 : Becoming Change-Adaptive: The Case for High-Velocity Culture Change

Module 2 : Change-Adaptive Culture by Design

Module 3 : Orchestrating Culture Change: Opening Moves

Key Objectives

- Provide a statistical foundation for the effect of change on productivity and the steps to protect (and ideally to improve) work levels during transition
- Examine tactical maneuvers for managing employee resistance to change and enhancing change leadership capabilities
- Assess the responsibility of management in garnering the support of the organization in order to achieve culture change
- Establish the need for creating a change-adaptive culture to achieve superior organizational performance and marketplace alignment

Topics Addressed

- Marketplace demand for a change-adaptive culture
- Performance improvement
- Management guidelines for creating a high-velocity culture change
- Market alignment action plan
- Developing Speed, Guts, and Dramatic Moves
- Personal development plan

Primary Result

Participants learn the "opening moves" necessary for implementing a change-adaptive culture and a communication and marketing plan that demonstrates commitment to managing a culture in change.