

Driving Results Through Culture Change

Research demonstrates the amazing impact of a high performance, values-aligned culture on customers, employees, and stakeholders. Blanchard clients have generated these results from our culture change process:

A global pharmaceutical company saw one sales region rise from least productive to #1 in the company in 12 months—and during this time they were lacking a sales leader.

A newsprint manufacturer, enjoyed more than \$50 million in cost reductions, increased safety, and increased employee satisfaction.

An international grocery distributor and retailer generated a tenfold return on the training investment in one year, a 28% reduction in employee turnover in three months at just one supermarket, and a reduction in delivered cost per carton of 9.5%, resulting in \$200,000 in additional profit.

Culture Change

Creating a Culture of Accountability and Engagement

Corporate culture is multidimensional, but it can be defined as the behavioral norms of an organization based on the assumptions, values, beliefs, attitudes, and priorities of its leaders and members. Few organizations intentionally and thoughtfully create or design their culture. Instead, the culture typically evolves from the tactical needs of delivering the products and services the organization provides, influenced by the values of top management or the founders of the organization.

Culture change is an *ongoing process*, not an event or a stand-alone training program. It is a critical component of purposefully creating an organization that builds competitive advantage and economic resilience. Your organization's culture may be the core issue negatively impacting the performance of the organization and its members.

The Blanchard® Culture Change Process is a proven method for organizational culture change.

Strengths and Advantages of Blanchard's Organizational Culture Change Process

- Establishes accountability for creating and sustaining the desired culture
- Clarifies the vision, purpose, and values that all can relate to
- Energizes individuals about their jobs, their purpose, and their contribution
- Increases organizational alignment and focus, creating a strong sense of community
- Aligns three aspects of an organization: its values, performance expectations, and systems



A Road Map to Cultural Transformation

*A proven process
for creating
a high performance,
values-aligned
workplace*

DISCOVERY

This initial phase enables Blanchard® to understand the current organizational culture. Senior leaders and select frontline staff are interviewed.

IMMERSION

Senior leadership participates in the Culture Change Process kickoff workshop. This phase focuses on giving senior leaders, managers, and supervisors a thorough exposure to the best practices of high performing, values-aligned organizational cultures. Coaching for senior leadership is initiated.

ALIGNMENT

Performance and values-based behaviors are clarified. Coaching for senior leadership continues.

REFINEMENT

Evaluation of the overall program is conducted. Senior leaders review and refine systems, policies, and performance to ensure the desired culture is lived. This phase is ongoing.

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Our culture change experts have developed a proven process to help clients create and maintain their desired results.

Contact a Blanchard organizational consultant to transform your organization's culture purposefully.