



Corporate Culture Training –

HIGH-VELOCITY CULTURE CHANGE

Gain competitive advantage through culture change.

Position your company to win. Use this breakthrough strategy to rapidly reshape culture and make it change-adaptive.

Align all your managers in an aggressive, well-orchestrated drive toward the three key traits for competitive advantage: *Market Intimacy*, *Corporate Athleticism*, and *Innovativeness*. Develop a culture that exploits change as a competitive weapon.

High-Velocity Culture Change gives clear, hard-edged guidelines managers can immediately put to use. They learn why most attempts at culture change move too slowly, and why they often fail outright. The training demonstrates why speed, guts, and dramatic moves are absolutely essential, and how they can produce culture transformation in record time. Participants are assigned personal accountability for driving culture change in their part of the organization.

The result? A fast-moving, top-to-bottom campaign for culture adjustments that produce major competitive gains.

High-Velocity Culture Change Course Details

The standard leader version is taught in a 6 to 8-hour format, while the employee version is 4 hours in length.

Program Agenda

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

Module 2: Change-Adaptive Culture by Design: You're Already Involved!

Module 3: Orchestrating Culture Change: Opening Moves

Key Objectives

- Achieve dramatic culture shifts in record time
- Generate management support for culture change efforts
- Avoid the mistakes that sabotage attempts at culture change
- Gain competitive advantage by creating a culture of *Corporate-Athleticism*, *Market Intimacy*, and *Innovativeness*

Topics Addressed

- Disarm the old culture
- Crank up the communication effort
- Don't let the existing culture dictate your approach
- Deliberately destabilize your group

Primary Results

Individual managers and supervisors develop action plans, from the all-important “opening moves” to the ongoing efforts essential to successful culture change.

High-Velocity Culture Change Delivery & Materials

High-Velocity Culture Change can be taught at the client’s location by our professional facilitators or by the client’s own in-house trainers. We offer a thorough Certification Program that demonstrates the actual workshop for the trainer(s) and shows the best methods for conveying the critical aspects of the program. Certification takes two days and includes a complete run-through of the course, extended discussion, and “teach-back” sessions.

High-Velocity Culture Change Participant Guide

High-Velocity Culture Change: A Handbook for Managers (included in the leader’s version)

Culture Shift: The Employee Handbook for Changing Corporate Culture



P R I T C H E T T

For more information on PRITCHETT’s Corporate Culture Training Programs,
give us a call at 800-992-5922, or email cservice@pritchett.net