



Corporate Culture Training –

# SHAPING CORPORATE CULTURE

Based on the compelling handbook by Price Pritchett, Ph.D., America's top-selling author on organizational change.

These sessions represent a key component in our **95-5 Culture Methodology**. They're designed to mobilize everybody in the culture shift, and to distribute accountability for success across the organization's many subcultures.

Success depends on broad-based engagement of the workforce. **Shaping Corporate Culture** sessions focus participants on the *mission-critical* 5% of culture, enabling them to identify and operationalize the necessary culture shifts.

## Shaping Corporate Culture Course Details

*The standard version is taught in a 6-hour format.*

### Program Agenda

- Module 1:** Why Culture is Important
- Module 2:** The 95-5 Perspective
- Module 3:** Shaping Our Corporate Culture

### Key Objectives

- Acquire a solid understanding of culture, its importance, and how it influences corporate performance
- Manage expectations by focusing attention on mission-critical traits
- Provide a structured approach to translating new culture ambitions into routine work behaviors
- Channel corporate energy away from cultural infighting or resistance and toward strong operating results

### Topics Addressed

- How culture impacts performance
- The 95-5 system for setting cultural priorities
- Methodology for shaping corporate culture
- Operationalizing culture change

### Primary Results

These sessions serve as working laboratories. Participants apply key concepts and bring the shaping efforts down to the local subcultural level.

## Shaping Corporate Culture Delivery & Materials

**Shaping Corporate Culture** 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 2 days and includes a complete run-through of the course, extended discussion, and "teach-back" sessions.

- *Shaping Corporate Culture Participant Guide*
- *Shaping Corporate Culture: The Mission-Critical Approach to Culture Integration and Culture Change*
- *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](mailto:cservice@pritchett.net)