

Vitalizing A Passionate Corporate Culture For Superior Organizational Effectiveness



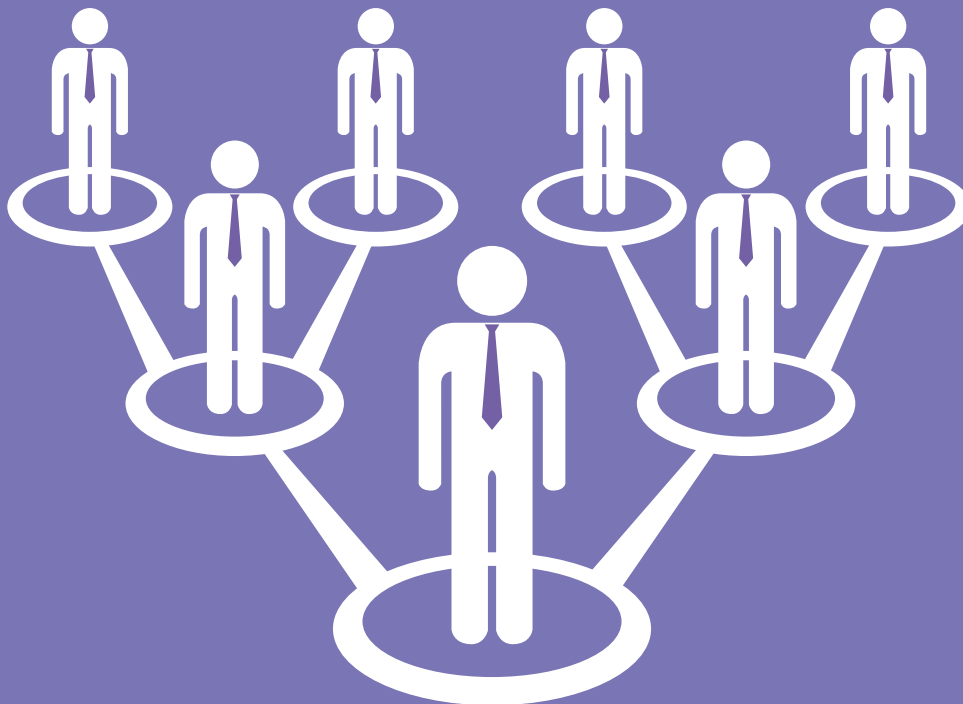
Based on Content from
Arthur's best selling book,
Culture Change and
Lessons from the Monkey King

“The ability to do more than expected
does not come from influencing others
to do something they are not committed to,
but rather to nurture a culture
that motivates and even excites individuals
to do what is required for the benefit of all.”

- Arthur F. Carmazzi -

CULTURE CHANGE

An Initiative to Implement a Passionate Corporate Culture for a Greater,
More Effective working Envirotment and the and Structure to make it Sustainable



PROPOSED INITIATIVE

ISSUES AT HAND



Corporate culture is affected by uncontrolled circumstances that affect moral and organizational effectiveness



The Organization would benefit from a more passionate organizational culture where people can feel like work is an important part of their personal life, show personal initiative, and bring out the best in each other



The Organization would like to see immediate results and implementation from the initiative and measure improvements in communication, cooperation and self leadership

INTRODUCTION

An Organization's Culture is its Personality and Attitude. To cultivate an Effective and Passionate Culture, we must understand and be able to influence the psychology of its group dynamics.



The Study Indicated:

Where the mean is 100 people doing the work of 100 people, in a poor culture, 100 people did the work on 68. in a good culture, 100 people did the work of 152!

- Average Organisational Effectiveness
- Difference Productivity Due to Culture

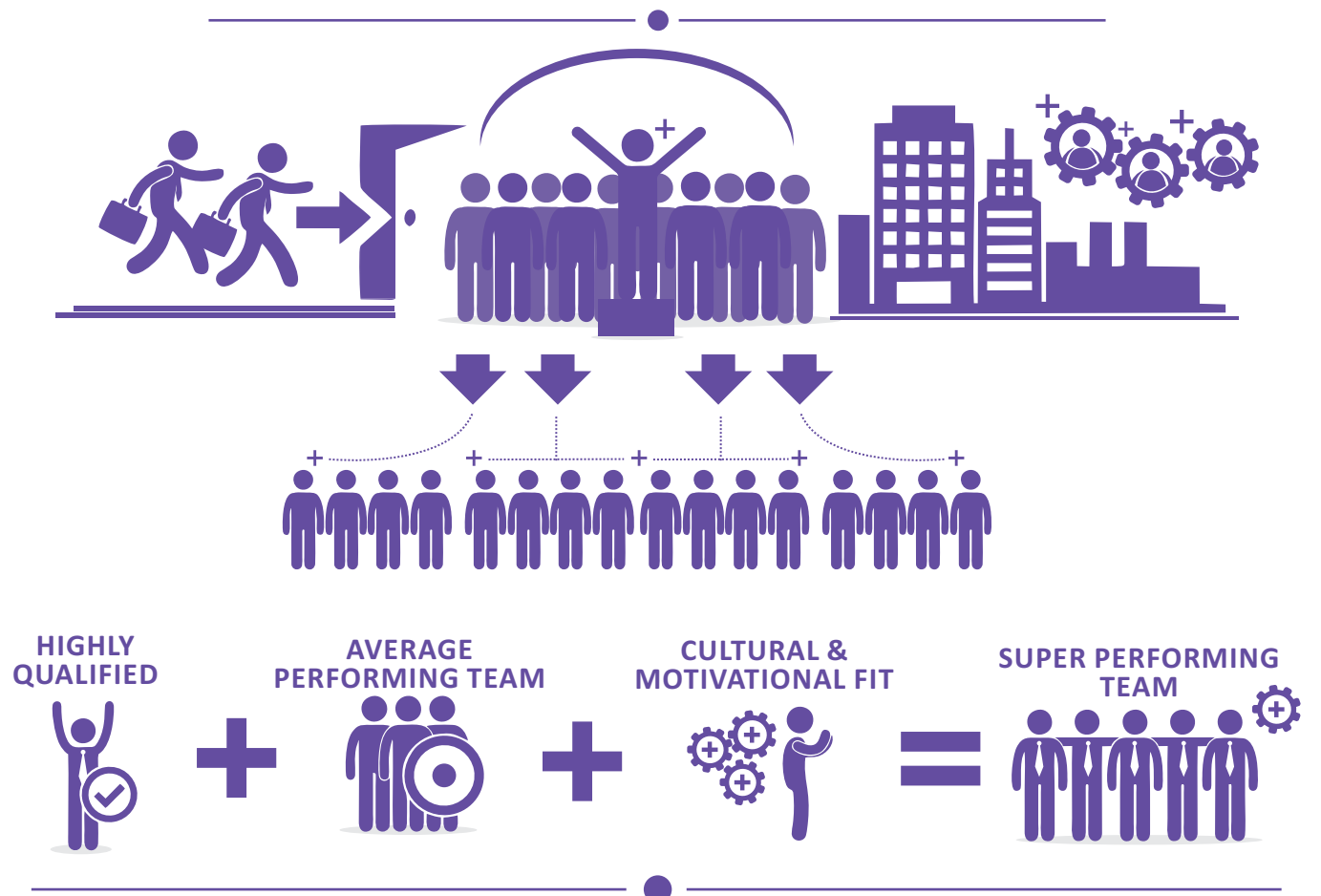
To succeed in improving Corporate Culture the people must "feel" the organization serves their own personal development beyond the paycheck.

The answer is an **Experiential Process** that involves **Key Influencers** to Engage peers to find their own **Greater Purpose** through work and nurture a more fun, more active organizational culture.

Based on Directive Communication methodology, associated case studies, this initiative is an **Implementation program** that provides Immediate **Visible Results** in the attitudes and cooperation of our staff.

When personal gratification is aligned with the organizations objective, it changes the meaning of work for your people and provides a frame work by which senior management can truly influence organizational and personal vision alignment while creating a more passionate and fulfilled work environment.

This program will take selected individuals on a journey of change, vision, and the implementation of a greater work culture. Then gives them the structure to apply what they gained and assist others in the organization to do the same, a journey of new perceptions that brings out attributes fundamental to self leadership. But teaching theory is never enough, your people will “feel” the “personal” benefit in change and then have a framework to truly make change happen.



PROGRAM OBJECTIVE

CHANGE MANAGEMENT AND CULTURE CHANGE

With a group of 12 to 15 people, do a step by step implementation program that will affect the entire organization to be more effective and aligned with greater organizational vision. The program objectives are set by Senior Management and met through an Experiential Process applying the psychology of self and group over the period of 12 days.



Include the Management in the process by having their subordinates involve them in the initiative they are leading



Enter a change initiative through which key influencers(not management) lead a step by step implementation program (based on management guidelines) that will redefine their, and their peers perceptions and roles in the company to gain more personal satisfaction through job success



Provide the DC psychology based experiential platform to engage the majority of staff to have a greater sense of ownership for the company and to passionately create a structure to sustain higher levels of teamwork and self leadership to achieve their personal success



Relate positive feedback and visible results to the behavior modifications that were employed to create sustainable behavior change

RESULTS

A SUCCESSFUL PARTICIPANT WILL BE ABLE TO :



Have a burning desire to create a better, more successful working environment and involve others at all levels of the organization to be more cooperative and passionate to create it



Enhance organizational culture with better communication and personal alignment to a greater vision and show self leadership to manifest personal and organizational success



Cultivate an environment to inspire and support a Leadership Enriched Culture



Have a better understanding of how to create positive change in the environment by making small changes in behavior that will show immediate results in fulfillment at work.



Be inspired to take action on these small changes and become better leaders at all levels.



Identify KPIs for nurturing and developing a greater work environment and developing an "Identity" that will make it happen



Create a set of "Guiding Principles" to gain Clarity of "who" they need to be in order to achieve their greater Vision



Truly believe they have the ability to make a difference in their leadership ability to influence corporate culture and act on it



Build the foundations of proactive leaders throughout the organization

RESULTS

A SUCCESSFUL PARTICIPANT WILL BE ABLE TO :



Sustain behavior modification by creating a structure that associates their visible results from their modified actions, to their personal success and emotional gratifications in all areas of their life



Establish a personal sense of fulfillment that ties job with the success of the organization and the promise it needs to deliver on.



Build a stronger sense of team and further develop team innovation and creativity

THE SPECIFIC AREAS TO BE COVERED INCLUDE:



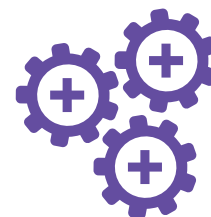
AWARENESS

- Assess current organizational culture
- Assess issues that affect culture
- Evaluate personal life goals and the effects of organizational culture on those goals
- Assess current results in life Because of Work



IMPLEMENTATION:

- 5 pillars of Transformation
- Culture Evolution Strategies
- Clarity of Purpose and Direction
- Unified Group Identity
- A personal Success Identity attached to the group and the organization



WHY Us



DIRECTIVE COMMUNICATION INTERNATIONAL is a Global Leadership Development and Organizational Culture Change provider. We apply the Directive Communication™ Psychology (DC) to enhance the performance of diverse organizations and individuals in various roles and cultures to competently and enthusiastically work together towards a common goal.

Directive Communication Intl.

The DC Leadership and Organizational Development System has been successfully implemented in multinational organizations across asia and the middle east such as Philips, Motorola, Emirates, Dell, Citibank, Nestle, SingTel, Toyota, Marriott and many more. DC's One Core Human Discipline integrates the psychology of Leadership, Culture, Communication, Teamwork, Management, Sales and Service.

METHODOLOGY

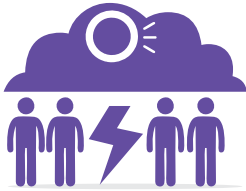


Directive Communication Psychology is the core methodology that identifies how individuals affect group culture and how the group culture brings out different characteristics from individuals. It applies psychological strategies to make small changes in behavior that largely influence Group Behavior and Culture. Whether it be Leadership, cooperation or competition, we are both reacting to the group and influencing it, DC helps employees take control to cultivate their own success by cultivating better work environments that ultimately benefit organizations. Directive Communication sets the emotional and decision making base for optimizing the way people interact with each other in so they bring out the best of who they Already Are.

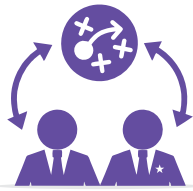
With the DC360 Organizational Development, Objective Focused system, multiple platforms provides a flexible people development environment that is cost and time effective. Combined with the initial “Revolution” program to set a superior culture, it reinforces the culture, sustains self leadership, and develops your people to bring out the best in themselves and others while nurturing new competencies in different soft skill disciplines.

PROCESS

INITIAL PREPARATION



Discovery of issues affecting the organization and who the Key Influencers are. Metrics are set



Strategy session with Senior Management to determine guidelines for changes and KPIs

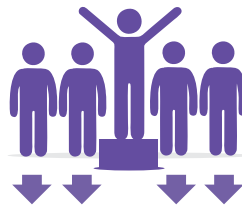


One day Change Leadership workshop for Senior Management to sustain and manage change

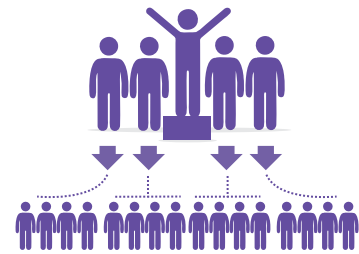
WORKSHOP BEGIN



Knowledge is shared in the one day workshops with Key Influencers. Exercises and reflection form new perceptions and the REAL possibility of creating a Great Working Environment



Key Influencers go to enroll their peers and managers in the idea of a better working environment and the process to make it happen



Key Influencers get feedback as to what kind of organization they wish to create, share knowledge and help peers and managers with exercises to gain new perceptions. Together, they lead the formation of Guiding Principles for sustainable change



Employees review key points with interactive online learning



The entire organization takes CBCI communication assessment online



The changes employees will make are in-line with original Senior Management Guidelines that were set BUT everything they came up with is their own and they have ownership



Employees gain a unified identity and vision to improve their lives and personal success Through Work

SCHEDULE



Things to consider for the below process steps

- Workshops are attended by “key Influencers” identified in the discovery process
- Onsite coaches will be in place to assist in all implementation sessions
- 40 minute Online-Learning modules will be scheduled each day after implementation



Discovery of issues employees have about their work environment and identifying Key Influencers (interviews)



Strategy session with senior management to set guidelines for the culture which employees will create, and detailed communication to the whole company



Workshop #1 on **day one** with key influencers followed by implementation on day two



Onsite implementation on **day two** and peer training with peers for about 3 to 4 hours



Onsite implementation on **day three** and peer training with 2nd set of peers and Management and for about 3 hours including one other person from the previous day



Workshop #2 on **day four** with key influencers followed by implementation on day five



Onsite implementation on **day five** and peer training with peers for about 3 to 4 hours



Onsite implementation on **day six** and peer training with 2nd set of employees and Management and for about 3 hours including one other person from the previous day



Workshop #3 on **day seven** with key influencers followed by implementation on day eight



Onsite implementation on **day eight** and peer training with peers for about 3 to 4 hours

SCHEDULE



Onsite implementation on **day nine** and peer training with 2nd set of peers and Management and for about 3 hours including one other person from the previous day



Workshop #4 on **day ten** with key influencers followed by implementation on day eleven



Onsite implementation on **day eleven** and peer training with peers for about 3 to 4 hours



Onsite implementation on **day twelve** and peer training with 2nd set of peers and Management and for about 3 hours including one other person from the previous day



Workshop #5 and Preparation on **day thirteen** for presentation that will be delivered to senior management and the majority of the staff



Fun and insightful Presentation of guiding principles and better future to senior management and majority of staff on day fourteen for about 3 hours (a Saturday would be ideal)



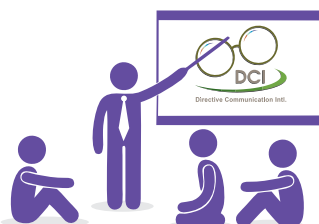
Management agrees to changes proposed (they fall within the guidelines originally set)



Employees elect their own people to assist them to live up to their own guiding principles organize actions for better working environment



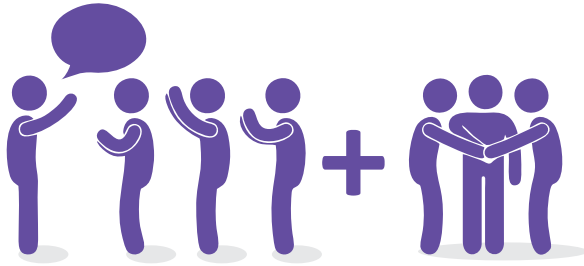
Dc360 plan for continuous development (everything from Customer service to Finance to Project)



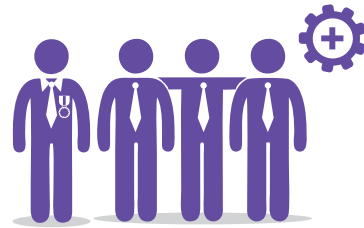
A Long term people development plan is created using diverse expertise of other DC Trainers for various “Applications” of what they have learned. Multiple platforms are used to ease facilitation and maintain the consistency and reinforcement of the culture they have created

IMPORTANT NOTES

FACTORS INVOLVED IN THE ONSITE IMPLEMENTATION



Implementation days are where Key influencers share insights and work together with peers on improving the overall company culture, setting structure and guidelines for creating the type of corporate culture They would be Excited to be a part of.



Peer training will require Senior Management, staff and key influencers to be Available for about 3 hours during the 4 implementation days. Key influencers will pair up and work with 8 to 12 staff and/or management during implementation.



During implementation, facilitators and coaches will take on the personal coaching roll for workshop participants.



Online learning modules will require computer with internet connection (if this is an issue, special arrangements can also be made), they are best when sharing with groups of 2 or 3



The final presentation should be about 2 to 3 hours and involve a segment from each department in the organization (preferably all staff) – it is designed as entertainment as well as practical implementation for cultivating a more passionate and interested workforce.



Through onsite implementation, the sustainability of change is incorporated (by management and Key Influencers) into the liaison structure (to be named by the staff in accordance with their Unified Identity) that sets up more accurate communication channels and feedback between leadership and the staff, and reinforces peer guiding principles they came up with.

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CLIENT SPEAK



"Arthur has far exceeded the expectations we had for this exercise. His process for developing a vision and mission seemed unorthodox but delivered more than projected. The exercise determined a clear strategic direction and unified key stakeholders to make a notable difference in the project's success. We will be using Arthur again in future projects and recommend him with high regard."

Joseph Lo
Senior Project Advisor
UNDP (United Nations Development Program)

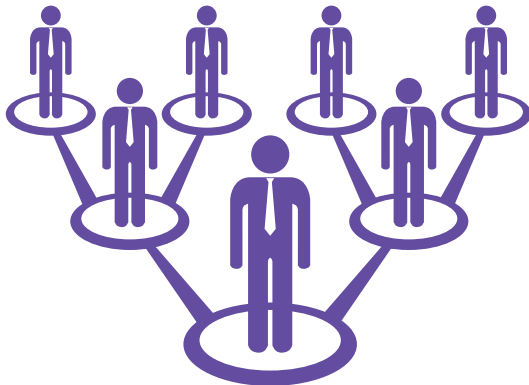


"Captivating, Motivating and Inspiring! Make us realize the value of leadership not only within our immediate surroundings but well beyond. Prompts us to earnestly search for our real purpose in life and that alone can make a difference in our organization family and society."

Shailen Sreekeesoon
Team Leader, Strategic Planning and Research
State Bank of Mauritius Ltd

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Arthur Carmazzi Directive Communication is one of the best transformational courses I have attended. It has many practical applications and interactive exercises that scientifically illustrate how we can improve results and performance. Using this makes a big difference to motivate yourself and continue to influence the behavior of the organization. I would recommend this to anyone wanting to make a difference.

Lance Tay
Deputy CEO
John Hancock Life Assurance

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