



## CULTURE-CONNECT

This process creates the foundation for the development and sustainability of a desired organisation culture; this in turn drives leadership and employee behaviour to achieve the vision and business success.

## WHAT IT DELIVERS

The process creates an awareness and understanding of:

*What organisation culture is*

*How culture is measured*

*Where and who establishes an organisation's culture*

*A manager's role in sustaining culture*

*Building the organisation values and acceptable behaviours to ensure the right culture is developed and promoted*

The process also creates an emotional connection between employees and the business.

## OUTCOMES

CCS Culture-Connect establishes the indicators and creates an awareness of the existing organisational culture.

The process simply and easily outlines strategies and tactics for identifying culture change and steps to take for the new culture development.

There is no better demonstration of leadership direction i.e. 'walking the talk', than managers being made aware of the influence they have on the culture of an organisation. Experience illustrates that management credibility is positively enhanced when their behaviours are congruent with the desired culture.

## HOW IT DOES THIS (PROCESS PRINCIPLES)

CCS Culture-Connect uses robust measurement techniques to reach within the organisation to establish a benchmark of the existing culture. The process is supported by professionally facilitated engagement interventions with Senior Leadership and key employees to develop insights into the desired culture.

Customer feedback will also play a key role in helping to assess an external view of the culture.

This tactic provides a dispassionate view of organisational realities as experienced by customers across particular segments.

This process provides management with a basis for action and the implications regarding leadership and management style.

In addition to the development of a culture change plan, the process allows for the cascading into the organisation of clearly communicated culture change messages.

The successful roll out of a Culture-Connect process will have an enduring impact on new employee attraction, staff retention and the resulting customer experience .