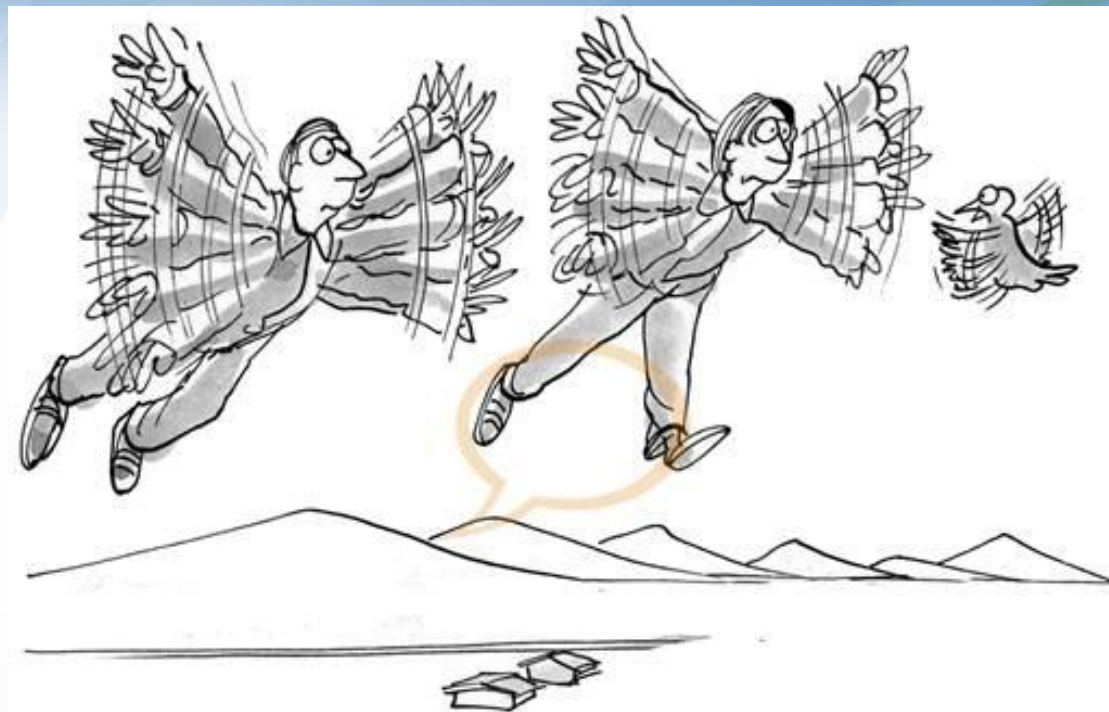


10 Steps to Cultural Change





Address the human side systematically



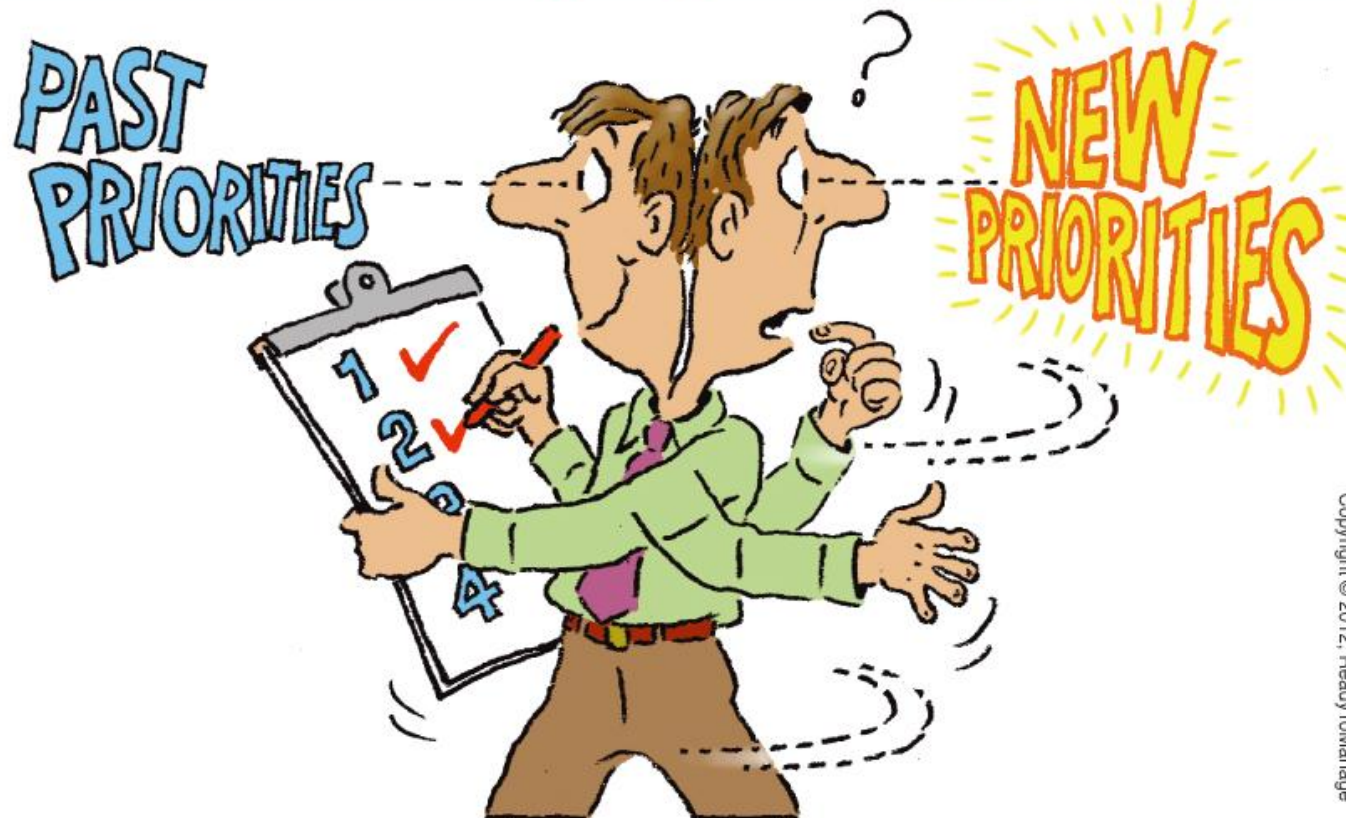
“Welcome to Change Management 101.
Let’s start with a few free falls.”

Start at the top



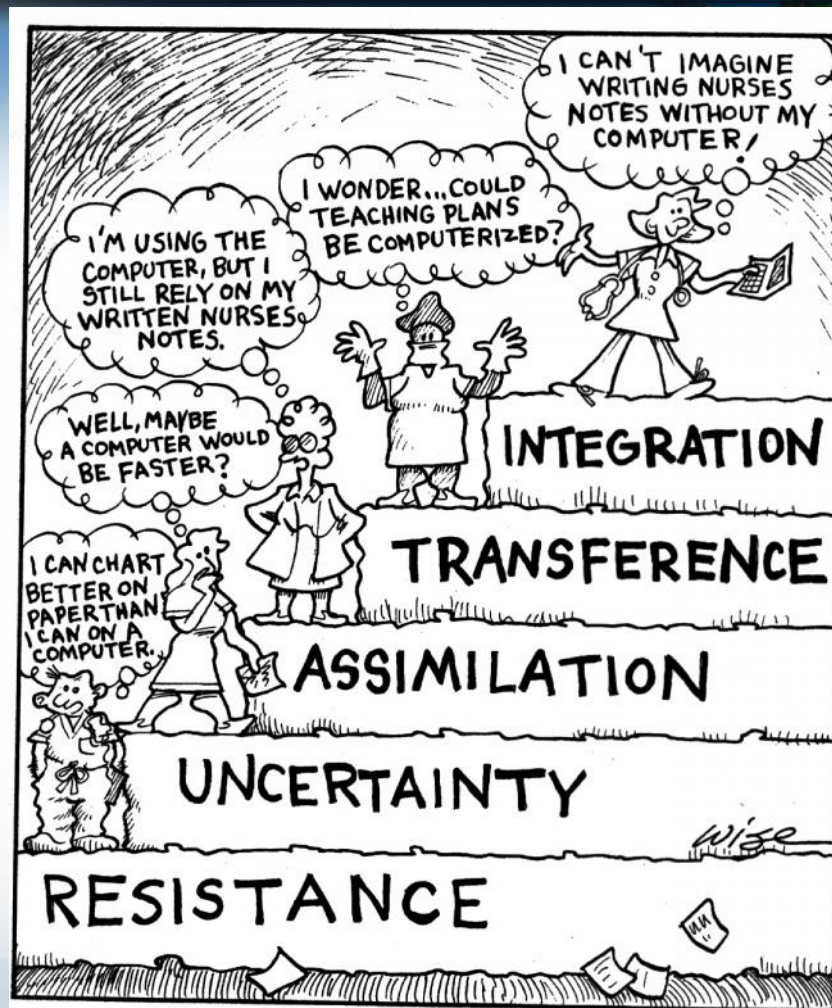
Involve every layer

Managing Change



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Involve every layer



Create ownership



Communicate the message

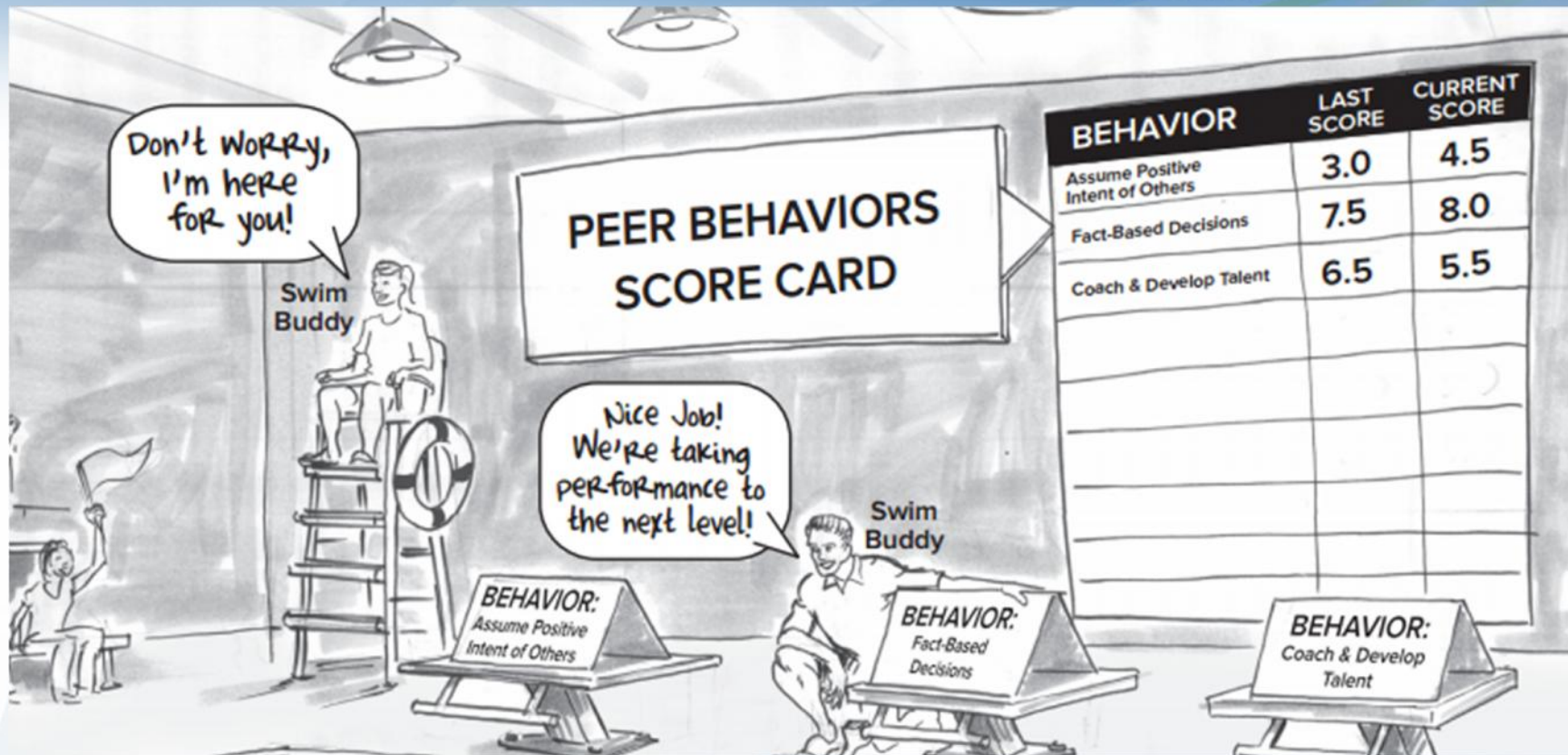


**“What if, and I know this sounds kooky,
we communicated with the employees.”**

Assess the cultural landscape

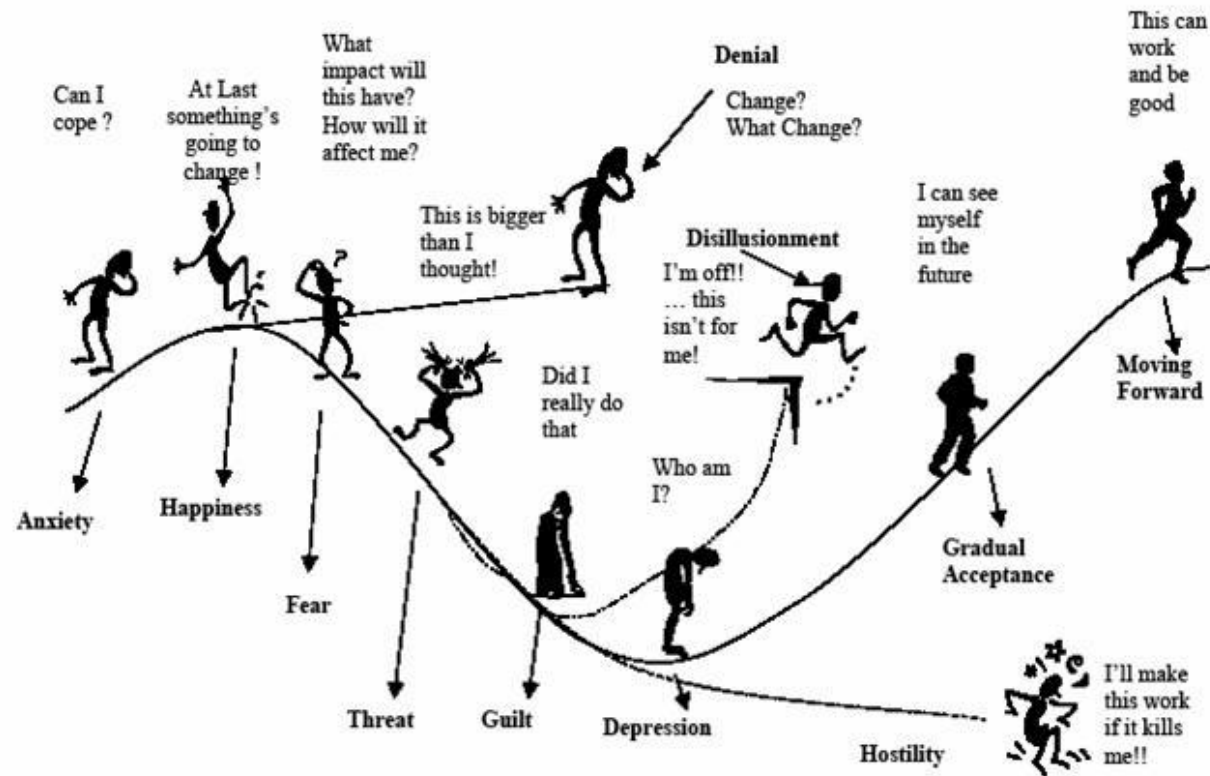


Address cultural explicitly



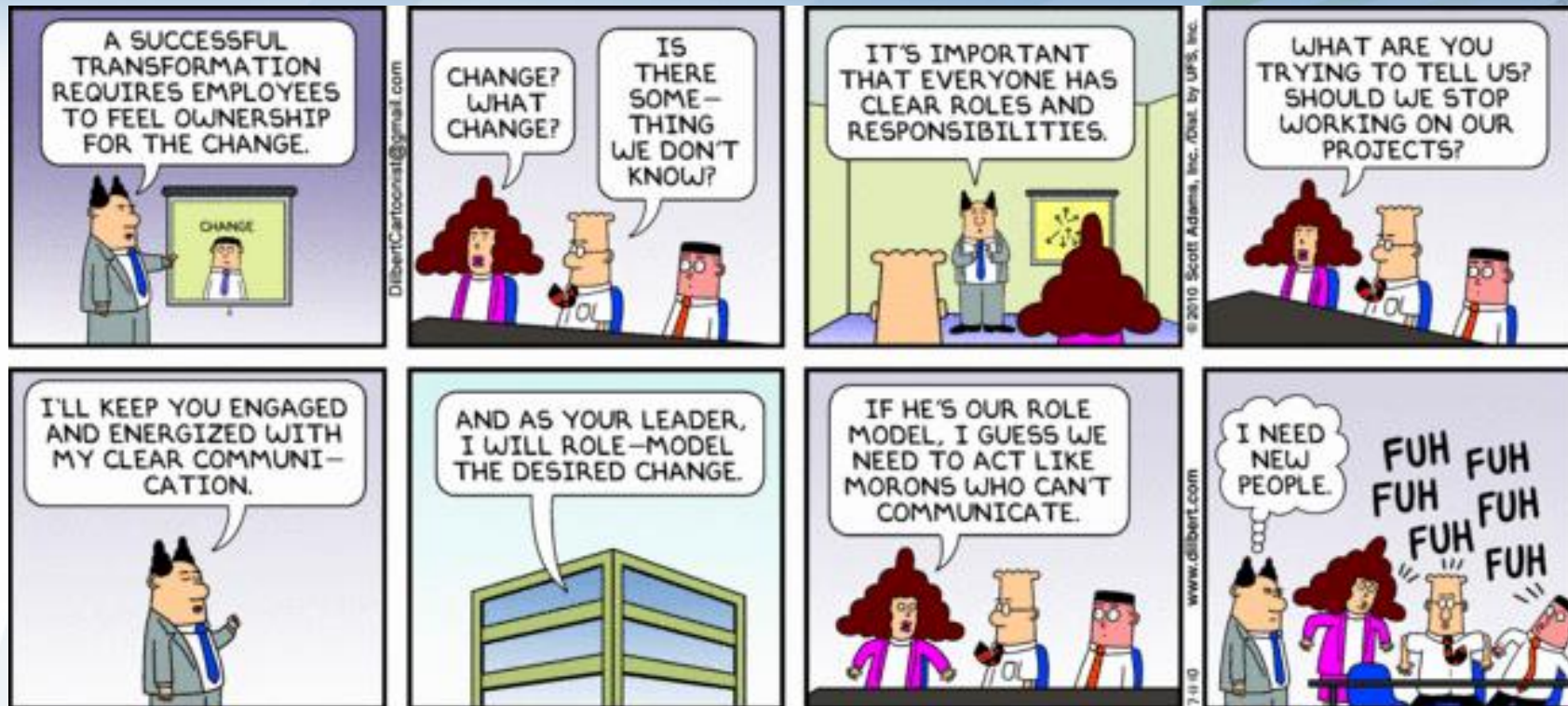
Prepare for the unexpected

The Process of Transition



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Speak to the individual



Change management



**Progress is impossible without change,
and those who cannot change their minds
cannot change anything.**

- George Bernard Shaw

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