

# CREATING AND MAINTAINING A HEALTHY CORPORATE CULTURE

## Rationale

Research findings indicate a positive correlation between certain organizational cultures and performance. A “healthy” organizational culture facilitates attainment of strategic goals, increases employee commitment and loyalty, facilitates decision-making, promotes internal cooperation, facilitates communications and provides meaning and purpose to work. There can be no sustainable change without a change in employees’ mindset. Organizations don’t adapt to change; people do. In the words of Black and Gregersen, “Lasting success lies in changing individuals first; then the organization follows.” In a nutshell, it is people who make poor systems work and good systems fail.

## Objectives

- At the end of the workshop, participants should be able to:
1. Define the term “organizational culture”.
  2. Distinguish between values, beliefs and norms.
  3. Explain how organizational culture facilitates attainment of strategic goals, increases employee commitment and loyalty, facilitates decision making and promotes internal cooperation.
  4. List at least six cultural attributes of excellent organizations.
  5. Describe the four basic types of organizational culture.
  6. State at least six ways of transmitting and embedding culture.
  7. Explain the eight major steps in changing corporate culture.

## Content

1. Nature and importance of organizational culture
2. Basic types of organizational culture
3. How organizational culture is transmitted and embedded
4. Steps in changing organizational culture
5. Major tools of organizational culture change

## Methodology

Interactive lectures, exercises, group discussions and case studies

## Duration

2 days

## Target Group

Senior managers

## Facilitator

Dr. Ranjit Singh Malhi