



NOTES:

Although a well planned and executed culture transformation program will eliminate much uncertainty, the phases we go through will not always be as clearly delineated as illustrated. Phases can and will most times overlap. That said, the illustrated example is real. A key benefit of the clear transformation phases is the ease of communication and transparency they generate; qualities that are much needed in your organization, especially during change.

"Value Service Culture" is a term used by this particular client to brand the change initiative internally. By naming the change initiative, the program is given an identity. The identity becomes a symbol for change, an artifact that helps to establish and reinforce the desired change outcome.