

How Progressive is Your Culture?

*What forward-thinking organizations
are doing to boost success through
culture design and change management.*

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help your organization achieve maximum results.**

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and we invite you to share your thoughts about
culture design and change management
on our blog, or via email.**

We look forward to hearing from you!

How Progressive Is Your Culture?

Harvard President Drew Gilpin Faust faced one of her biggest struggles while serving as a University of Pennsylvania department chair. The department needed to shift its paradigm in response to changes at the university - yet old habits persisted. Faust knew she had to “cultivate a willingness to change.”

Is your organization frozen in old habits? You're not alone:

Successful leaders constantly face resistance to change as they facilitate movement from a culture of opposition to new ways of thinking.

However, forward-thinking organizations around the world have embraced change management to break through those outmoded ways of thinking. A significant component of this process requires culture design and even “engineering:” a complete evaluation of your organization’s culture and ways of thinking.

For Faust, this involved fostering a culture of communication with and among all levels of her department. By identifying presumptions and norms within her organization that needed to be dispelled, Faust was able to make a positive impact.

That's the heart of change management: enabling employees to see that transformation can be safely accepted and embraced.

Too often an organization gets mired in an attitude that's negative to growth, believing (sometimes truthfully!) that leaders will never accept new ideas that are in fact necessary for a company to survive.

Changing the direction of an organization requires that it unfreeze itself from old methods carefully and methodically. Starting that process can be as simple as finding the right way to present new ideas to leadership. One method: Come up with a simple statement of what the organization's problem is. From there, forward-thinking employees can run small trials for potential solutions before presenting them to a possibly skeptical leadership.

But change management can't be successful without learning and reworking the organizational culture through culture design. This requires an assessment of an organization's internal culture - taking the organizational temperature, so to speak.

First, leaders identify major conflicts and other areas of resistance to change. Your organization's core values and beliefs must also be identified. Then, leaders can address problem areas head-on by reinforcing an acceptable culture of change and rewarding behaviors that fit that model.

Facing resistance and changing cultures successfully requires strong communication and strategic thinking, but it most definitely can be done! With careful identification of the current culture and a strong idea of where you want to go, you can engineer the culture of your organization.

The Singer Group is a team of highly experienced human resources and organizational development experts who help organizations reach full potential through forward-thinking strategies that get results.

We would enjoy the opportunity to talk to you about solutions that effectively employ our principles of change management and culture design, enabling your organization to adapt in a rapidly changing world.

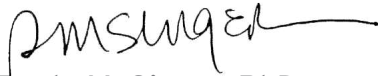
To schedule a time to discuss how we can help your organization reach maximum effectiveness, please contact Paula Singer at 410-561-7561 or via [email](#).

You can also learn more about our services and capabilities [online](#).

Either way, we look forward to connecting with you and learning more about the opportunities and challenges you are facing.

Again, thank you for downloading this **Take Action** resource - we invite you to share your thoughts and experiences on our [blog](#) or via [email](#).

To reaching greater success,



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