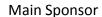
## **CULTURE CHANGE IS A BRAND CAMPAIGN**



- Name
- Organization
- Why did you choose this workshop?
- Define CULTURE













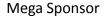






- Do you believe that organizational CULTURE has changed the last 2 years?
- Do you believe that CULTURE can change? Let's vote
- Can HR form the culture?
- How can we study the CULTURE of an organization?





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## **CASE STUDY**



Joshie at the Ritz Carlton







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He even got to drive on the beach! After a day of helping, Joshie decided that it was time to go home, so we thanked him for a job well done and he jumped in a box and returned home to you!





Organizer



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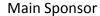
### Administrative – Function – Strategic Now it's shifted to:

#### **EXTERNAL MARKET DEMANDS**

Who are the customers of HR?





















# **CULTURE IS THE IDENTITY OF** YOUR FIRM IN THE MIND OF YOUR **MOST CRITICAL CUSTOMERS**



















### **HR & MARKETING**



### Internal & external campaign for culture change

- What would you ask your customers?
- What would you ask your employees?
- What practices would you introduce?
- Compensation?







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### Write down your biggest job challenge today

At the end, add "so that", and go outside your company to find the answer...

















