

CULTURE CHANGE IS A BRAND CAMPAIGN



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

Organizer



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- 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!

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HR

Administrative – Function – Strategic

Now it's shifted to:

EXTERNAL MARKET DEMANDS

Who are the customers of HR ?

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

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HR & MARKETING

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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..

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