

# Guide To Organizational Culture Change



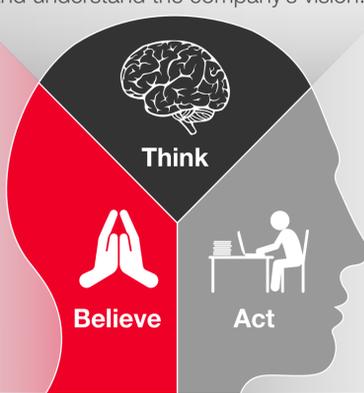
*"The customer experience you deliver is a reflection of your culture"*

**Bruce Temkin**

## What Is Organizational Culture?

Organizational culture is how employees **think, believe, and act.**

Employees are intellectually bought-in and understand the company's vision.



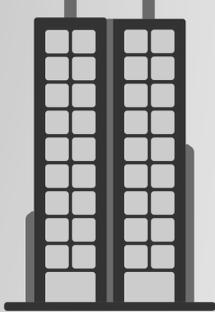
Employees can tell that leaders are truly committed to a clear set of values.

Employees adjust their behaviors to align with what they believe is important to the organization.

## Culture Determines Your Operating Model

There are two choices for aligning employees' actions...

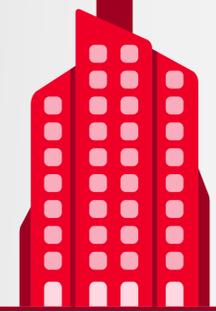
### Option 1 Command & Control



Prescribe your employees' actions and put in place mechanisms to monitor and enforce them.

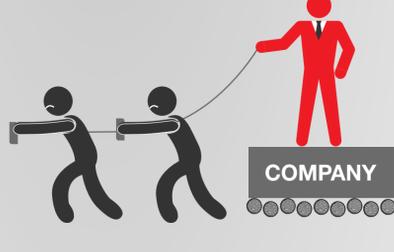
**Result**  
Ever-growing overhead

### Option 2 Engage & Empower



Create an environment that encourages employees to act consistently with your organization's objectives.

**Result**  
Inspired & committed employees



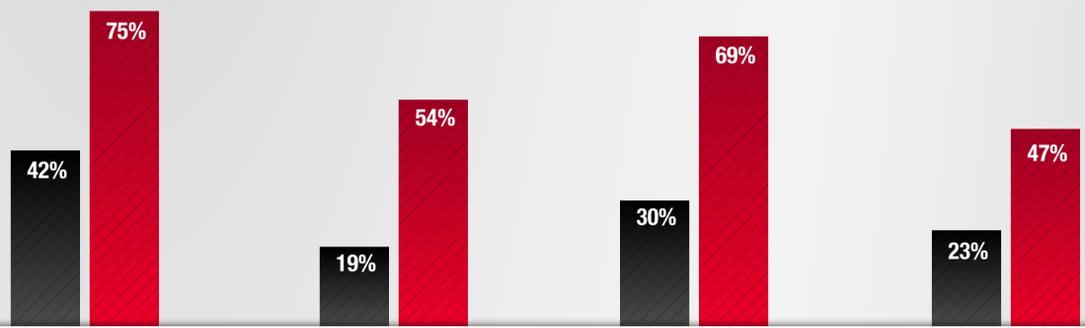
*"If you create an environment where the people truly participate, you don't need control. They know what needs to be done and they do it. And the more that people will devote themselves to your cause on a voluntary basis, a willing basis, the fewer hierarchies and control mechanisms you need."*

**Herb Kelleher**, founder of Southwest Airlines makes a strong case for Engage & Empower

## An Inspiring Mission Helps Engage Employees

Employees who are inspired by the mission of an organization are more aligned with the organization

● Not inspired by mission of company ● Inspired by mission of company



### Employees who are likely to do these things

Stay late at work if something needs to be done after your normal workday ends	Recommend that a friend or relative apply for a job within your company	Do something that is good for your company even if it is not expected of you	Make a recommendation about an improvement that can be made in your company

## Cultural Change Requires Strong Leadership

Temkin Group has found that transformational leaders embody three characteristics:



## The Blueprint For Cultural Transformation

Temkin Group has found that organizational change must focus on shifting the way that employees do their every day jobs. How can they do this? By adopting the five elements of what Temkin Group calls **"Employee-Engaging Transformation"**



For more information, visit the **Customer Experience Matters**® blog at [ExperienceMatters.wordpress.com](http://ExperienceMatters.wordpress.com)

[www.temkingroup.com](http://www.temkingroup.com)

