

Cultural Champions

Embedding Cultural
Transformation Deeply
into an Organization



Endeavor

Who is a good fit to be a Cultural Champion?

- Named as significant influencers in the organization
- The informal and grass roots leaders
- People listen to them
- People are influenced by them

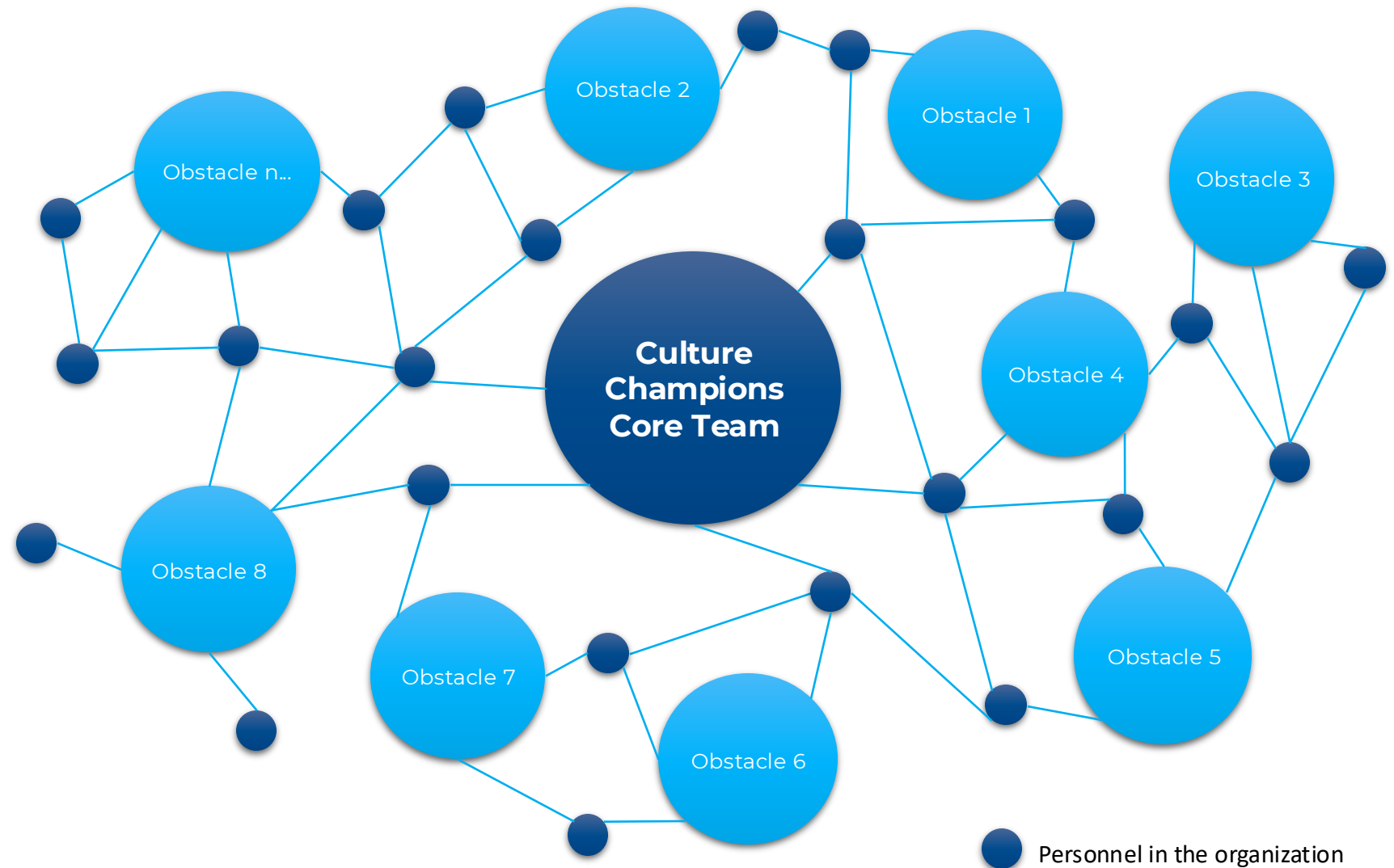
**Cultural
Transformation
must occur at
all levels in an
organization**



**Top Down
Effective Leadership
Team involvement**

**Bottom Up: Driven by
Cultural Champions**

Cultural Champions driving cultural change by engaging deeply in the organization





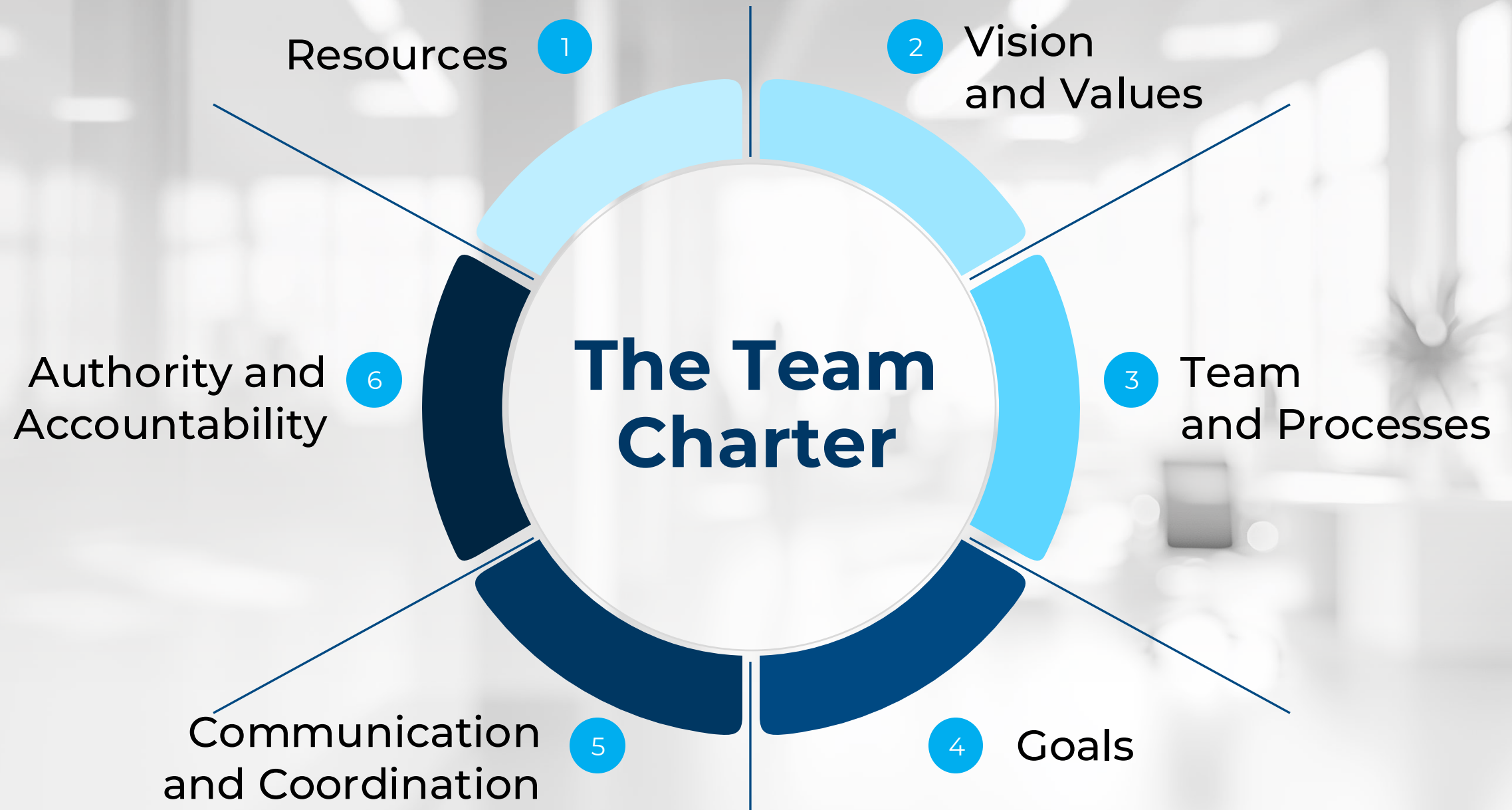
The Benefit of using this team framework

- Powered from the whole organization, unified through the Core Team.
 - Fluid webs of cooperation. People will work on things they are passionate about.
 - Growth is organic – self-organizing, adaptive, non-linear
 - Fosters maximum activity along with autonomy for participants. – Simple cooperation
 - Participants have a shared mission
 - New participants are easy to add - builds commitment deep within the organization.
 - Impacts are measurable.
 - Minimizes conflicts over power and money
- Core Team does NOT MANAGE it; it can only LEAD it.
 - Core Team is responsible for enduring purpose and principles – e.g. communicating it outward.
 - Power, rights, responsibilities are pushed to people (stakeholders) who are addressing the Obstacles. Stakeholders report plans and results back to Core Team.

What We Will Do Together

9 Months





What We Are Asking that You Commit To

- 1 An average of 4-8 hours a month
- 2 Being a positive role model (in here we discuss, out there we are one team, working together with Leadership)
 - We will change this
 - We will succeed
 - It is up to us; If not us, then who?
- 3 Be coachable
- 4 Think like a leader who intends to change things
- 5 Don't let "naysayers" get in our way
 - Resistance is expected and will be overcome



Step by Step thought process

What is this?

Why is this happening

This is not happening

I am not doing this

This is how We work

Maybe I can benefit from this

Maybe this is a good thing

An average of 4-8 hours a month

Being a positive role model (in here we discuss, out there we are one team, working together with Leadership)

- We will change this
- We will succeed
- It is up to us; If not us, then who?

Be coachable

Think like a leader who intends to change things

Don't let "naysayers" get in our way

- resistance is expected and will be overcome

Thank you!



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