



CULTURAL CHANGE

WE OFTEN DON'T REALISE HOW IMPORTANT THE COMPANY CULTURE IS FOR AN ORGANIZATION

where in fact it allows:

- a clear decision process
- to have a motivated and committed staff
- to be aligned between the different departments and/or teams and to have a good cooperation, as everybody goes in the same direction

There is not one kind of enterprise culture, there are many different ones. To be able to respond to the different challenges you face today, your culture might need to evolve. Indeed, **sometimes a culture that worked well till now, doesn't allow to deal properly with a new reality. This culture needs to change. This means that people at every level of the organization will have to think & behave in an other way than before.**

Example: in a company, risk management oriented, the consequence is that mistakes are condemned. Everybody wants to play safe.

Cultural change needs time, the process can take several months, and for some companies it can take 1 or 2 years or even more, but the way we operate, will make that results will appear quickly. Of course, buy in by top management is needed, they have to lead by example.

This culture can be important for stability reasons. But if you want to innovate and try new things, you need to take risks, and allowing mistakes must be part of the new culture. By developing the innovation, you will come with new things, new ways of thinking of behaving, new way of marketing, managing, selling,...and the culture of the organisation will change. This is not an easy thing, because changing the habits is very difficult and needs to be accompanied. For the employees of your organization, this is often a mindset problem. Luckily, mindset and behavioural change is our area of expertise

Trained in NBA (Neurocognitive and Behavioural Approach) **we are experienced in the mindset and behavioural change, which means that we know how to accompany people through the changes.** To do this we mainly train in the development of the adaptative brain and do workshops and coaching. Some people like change, but most dislike it and prefer to continue doing what they are doing, maybe with some improvements, but not with disruptive change, what often happens with innovation.

So when we work on innovation, we work with the team who develops the innovation, but we also have to prepare the landscape & work with those who will be afterwards confronted with the changes, which can be disruptive.

This is absolutely needed, because otherwise a big part of the energy put in the innovation, can be lost.