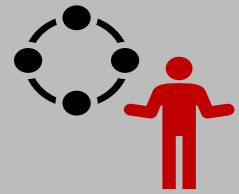
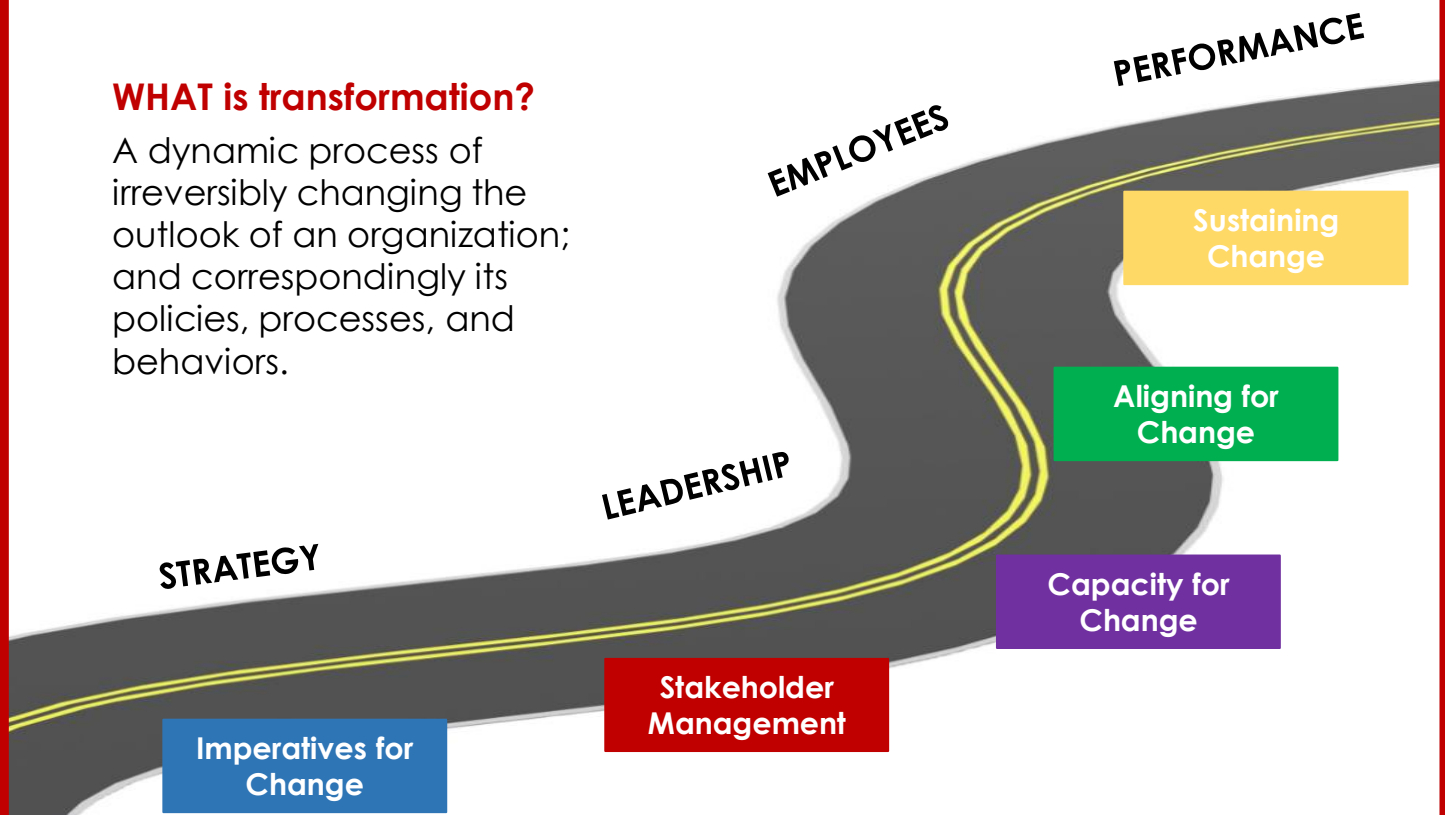


# Culture Transformation and Alignment



## WHAT is transformation?

A dynamic process of irreversibly changing the outlook of an organization; and correspondingly its policies, processes, and behaviors.



## WHY is alignment mission critical?

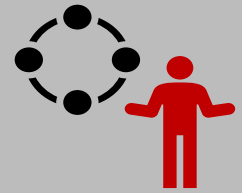
Exponential developments in technology and rapidly changing global landscapes requires organizations to iterate faster and faster to stay competitive.

Midge Streeter, MBA, GCDF  
TheFacilitator.io  
MidgeStreeter@thefacilitator.io  
614 440 7962 and 813 388 9615

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# Culture Transformation



***Cultural transformation starts with the personal transformation of leaders, aligned to the same values, purpose and vision. Organizations do not transform. People do.***

## HOW

1. Understand the current culture and the way things are now
2. Decide where it want to go and what its new culture should look like
3. Create a plan to ensure the culture they want becomes reality
4. Every individual will need to decide to align with new values, beliefs and behaviors

## BENEFITS

- Healthy culture reduces costs due to turnover.
- Creates a sense of cohesiveness where knowledge and expertise are shared.
- Innovation and creative thinking is owned by all.
- Builds closer relationship with customers.
- Leaders and employees become change resilient