

of their values, seeing that some things are more important than others. This then is the culture and shapes the way that things happen. In my friends' case, he preferred the music over the politics, as an expression of the Mod culture of which he was part.

Do you remember the definition of insanity? Doing the same thing again and again but expecting a different result. How then do we make change happen in business? Firstly, understand yourself and your culture. Now start looking for something different and stop looking for clones of what you already have. In so doing, look for attributes in others that offer a different perspective. They will challenge, they will ask "Why?", they will have different ideas and offer solutions and want to make it happen.

Bring the new together with the old, and map out the vision, addressing the "what is in it for me". Sharing that new "something" that strikes a common chord and builds the excitement for the change. The foundation is laid, for all those that collaborate, realising the vision and create the new paradigm and with it, transform the culture and the business with it. Putting it another way, creating the motivation to get the right things done.

By creating a model around shared values and transparency, culture will adapt, change will happen. You will see the effect in your teams and in your customer engagement. But if you do nothing, do not be surprised when you hear "that is how things happen around here!"

#valuerealisation #digitaltransformation #valuesystem #people #culture
#organisationalchange #organizationalchange #changemanagement #collaboration
#goals #vision #customerengagement