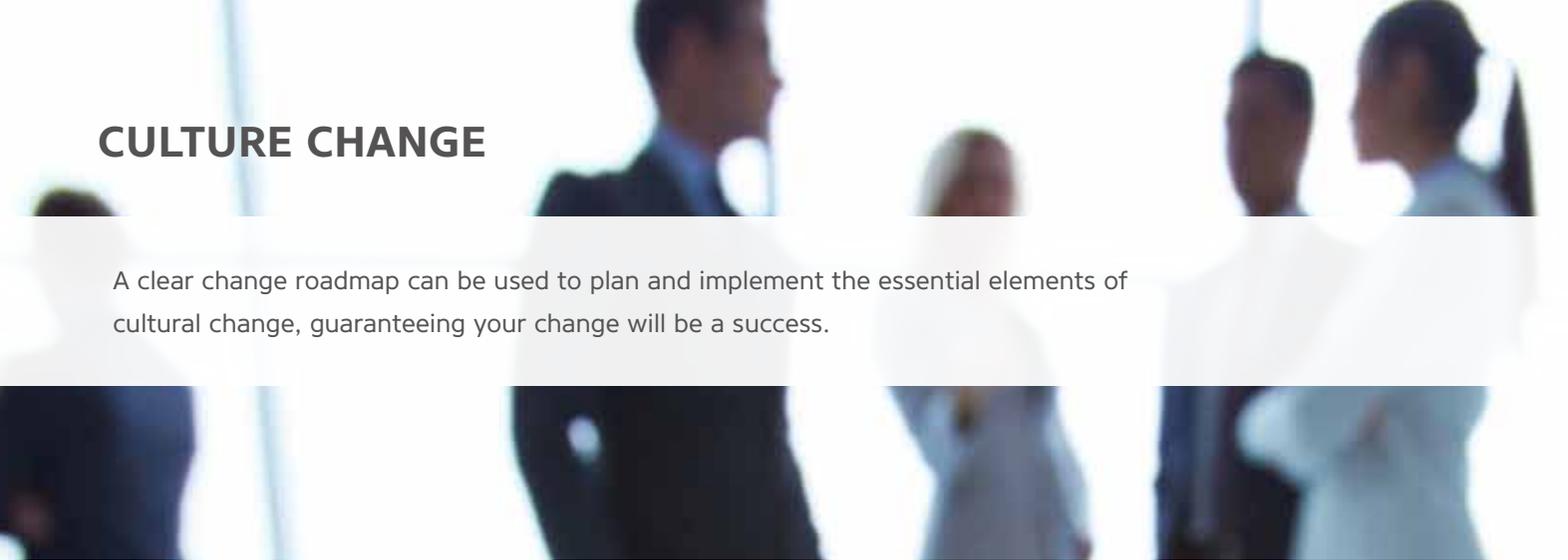


# CULTURE CHANGE



A clear change roadmap can be used to plan and implement the essential elements of cultural change, guaranteeing your change will be a success.

## IMPROVED PERFORMANCE DUE TO A CULTURE CHANGE

### MAKE A STRATEGY CHANGE A SUCCESS

Is it time for a strategy change in your company? Take an active approach. A strategy change may be in the offing if, for example, you have thus far been able to grow on your own, but now have to rely on acquisitions to remain competitive. It's logical. Especially for those who have made the decision. But do your employees also understand the change in direction? How should day-to-day business be structured now? And who in the company should you bring on board so that it's a success? In a systematic culture change process, you successfully integrate your new strategy into your company's DNA step by step.

### ORGANIZE MERGERS AND TAKEOVERS

Two become one. If two companies merge or one company acquires another, all parties involved face a great challenge. How do we merge two companies into one organization? The problems are usually less to do with the formal conditions; rather, it is culture that can become a pitfall. After all, if you aren't speaking the same language internally, how will customers be able to understand you? A culture change process helps you to

- dispel employees' fears and preconceptions,
- attract employees for growth,
- find joint values and guidelines,
- develop efficient, respectful interaction,
- and optimally coordinate business processes.

## STRENGTHEN THE COLLABORATION OF DIFFERENT SITES

Nowadays work is often organized locally. Employees are spread across different branch offices, perhaps even in different countries. Some increasingly work from home or on the move. But has your company culture adapted to the changing conditions? Has it developed at the same time? In a culture change process you develop a pragmatic timetable with a clear target: for your employees to work together hand in hand across sites.

### HAVE A STRONG PRESENCE INTERNATIONALLY

Grow globally! You are expanding your activities to new countries. But are you aware of this? Say, for example, you are in Beijing and are negotiating cost-efficient production sites, professionally and based on the facts. You then ask a clear question, but the Chinese people you are talking to simply smile nicely instead of answering. This illustrates significant cultural differences. We firmly believe that only those who know how to correctly handle these cultural aspects will be successful globally. This is also the case if project teams or entire workforces work on an international level. Prepare your employees for the international stage with a culture change program.





## OUR SOLUTIONS

### CULTURE BRIDGING FUNDAMENTALS (CBF<sup>©</sup>)

So that 'culture' does not remain an abstract concept but can be specifically measured, we use the Culture Bridging Fundamentals (CBF<sup>©</sup>) tool. The methodology behind this was developed by our experienced colleagues in France for the purpose of assessing your company culture. It highlights the cultural gaps and similarities between two or more companies and is a perfect starting point for the integration process following mergers and acquisitions. CBF<sup>©</sup> can also be used within an organization and can illustrate what currently separates you from your target culture. You therefore know exactly where you have to start. This makes CBF<sup>©</sup> the basis for quick, efficient change.

### EMPLOYEE ENGAGEMENT INDEX

Studies show that engaged, motivated employees are loyal to their companies. And they knuckle down when the going gets rough. But how involved are your employees? We can clarify things for you using the Employee Engagement Index. In this process we conduct an anonymous survey at your company and classify the results using our extensive database. You therefore not only discover the general mood in your company, but also how your workforce compares to other enterprises. You benefit in two ways from our unbiased view from the outside as we also derive recommendations for action for you.

### CHANGE BAROMETER

Are you in the middle of a change process and would like to know precisely where you currently stand? No problem. Our change barometer illustrates progress made in the change process. It is based on a set of seven critical success factors. The change barometer measures your workforce's level of knowledge of and interest in the change and their current level of commitment to it. We not only provide you with our findings in the end; we also help you to take the next steps required. We communicate the findings together and improve what can be improved.

### CHANGE COMPETENCY DEVELOPMENT

People make change possible. We give them the competencies they need to make a culture change process a success. This involves training executives and training change agents in your ranks who

- have a better understanding of change processes at organization, team and individual level,
- are capable of planning a successful change process,
- and use management competencies to overcome emotional obstacles and encourage first movers.