

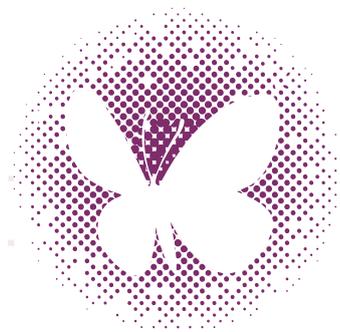
# Client Case Study: Cultural Change Programme

The Cultural Change Company was invited to draft a Research Proposal for East Hampshire Council that would investigate the way in which the established organisational culture 'blocked' and 'enabled' strategic change efforts. Working with the HR team following the implementation of the research strategy we provided a detailed Executive Change Leadership Report with suggested actions. Our objective was to raise the awareness of key issues related to leading cultural change and to introduce our client to some key concepts and analytical methods. Ultimately, we aspired to provide our client with a foundation from which they could prepare themselves to operate with impact as successful cultural change champions for their respective organisations.

A secondary gain from the learning strategy was the emergence of critical insights into the operating culture of both client organisations and the various ways that established cultural themes are either blocking or enabling successful strategic change. The report emerged from the collaborative engagement between the HR team, the delegates and The Cultural Change Company. Core subjects we covered together were:

- Building a shared vision
- Building a communications programme
- Tying down cultural themes that are to be considered as change targets
- Building a change project identity and marketing programme
- Building a cultural change champions' support programme
- Building and implementing a pilot programme
- Building a shared identity framework connecting all key stakeholders

The review of the cultural model for East Hampshire Council also produced a description of the underlying paradigm from the perspectives of the cultural change champions and an aspirational aspect to the existing paradigm structure. This process enabled the wider group of change champions to work openly with their perception of mission and vision and align these against the culture of the organisation.



The Cultural  
Change Company

[www.culturalchange.co.uk](http://www.culturalchange.co.uk)  
**07450 962 526**  
[david.potter@culturalchange.co.uk](mailto:david.potter@culturalchange.co.uk)