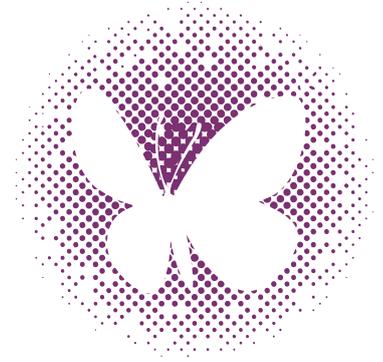


Client Case Study:



Designing, Implementing and Leading Cultural Change

Before Dr David Potter established The Cultural Change Company he worked for 'Cordia Services LLP' as the Head of Commercial Strategy from 2008-2014. Cordia employed 8,500 staff and had an operating budget of approximately £145 million. During this time as member of the Senior Management Team David gained considerable experience as a change leader. His employer invested in David and he achieved an Executive MBA and a PhD researching organisational culture at the University of Strathclyde Business School. David used this learning journey as an action learning project and brought several change initiatives to Cordia specifically aimed at Public Sector Reform. It was this rich background of action learning that led David to setting up The Cultural Change Company.

David was appointed the lead change leader for representing the organisation as part of the Glasgow Family 1 Business Transformation Project specifically to co-ordinate the SAP implementation project. He also established a 3 year Cultural Change Project which involved 250 line managers throughout the organisation responsible for 8,500 operational staff. The cultural change project was known as 'The Cordia Way' and its full journey is detailed in the book 'Leading Cultural Change' published in 2015. <https://amzn.to/2vW8PEQ>

David gained invaluable experience facilitating designing and leading change conferences and related workshops. He programmed and led highly interactive conference days for multiple change teams. The events involved a full day of speakers, presentations, team activities and action learning around the subject of leading change with impact.

