



6

STEPS  
TO CHANGE YOUR  
COMPANY CULTURE



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# 1

## SET YOUR OBJECTIVES

As with just about any changes in life, you don't want to change things without a need or a goal.

For example, you might pick up running in order to live a healthier life. Likewise, the changes in your organisational culture should originate from what it is that you want to achieve. Perhaps you want to become more innovative, sustainable or inclusive, and the goal should always come first.



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# 2

## PICTURE YOUR NEW REALITY

Once your goals are clear, you need to define what they mean in your specific context. Ambitions like “being more innovative” only matter when you decide what that looks like, and what is realistic, for your organisation. The aim is to **define a culture that genuinely supports your strategy.**

Every organisation is different, so avoid comparisons with others, instead, picture what your **culture would look like if it were doing the best possible job of supporting your strategy.**



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# 3

## MEASURE YOUR CURRENT CULTURE

Once you've set your goal and know what that would look like,  
*you need to find out where you currently are.*

If we stick with the running example, you can't start doing more exercise if you don't know how much exercise you're currently doing. And you can't make your culture more inclusive if you don't know how inclusive you are right now.



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# 4

## PRIORITISE YOUR CHANGE EFFORTS

Now you know where your culture currently is, and where you would like it to be, so it's time to analyse where your culture supports the strategy and where it hinders it.

While it's entirely possible that you have a number of areas that you'd like to improve, trying to change too many things at once tends to result in confusion and lack of dedication. Therefore, we recommend **prioritising the most crucial areas and focusing your change efforts to where it's most needed.**



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# 5

## CREATE YOUR ACTION PLAN

Once priorities are clear, it's time to create an action plan.

Our [Organisational Culture Scan](#) generates a targeted set of actions to help move your culture from its current state towards the one you want, making it easier to select what fits your organisation.

Identifying gaps alone isn't enough, real change requires concrete action. We distinguish between direct and indirect change: indirect change focuses on actions that drive specific outcomes, such as redesigning workspaces to encourage more open and approachable behaviour.



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# 6

## COMMIT TO CHANGE

Companies often get to the stage of an action plan but then let it all fall through.

Change is never easy, and if you don't commit to it, it can feel easier to simply let things run their course and hope you'll get close enough to the desired outcome. This is why we recommend **making people responsible for monitoring the change process.**

A great way to do this is to create what we call **Culture Squads**: a group of people specifically tasked to monitor the process and to make sure the plans are being followed.



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# LET'S MAKE CULTURE SOMETHING YOU MANAGE, NOT SOMETHING YOU HOPE FOR.

If you want to see a real-life case of a company changing its culture around, [Noor Bank](#) is an excellent example.

If you want to discuss how The Culture Factor Group can help you align your strategy with your company culture, do not hesitate to [contact us](#).



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