

Which culture strategy would best describe your desired culture change?

Transforming cultures



Based on changing market conditions, a new disruptive strategy, or very new leadership, organisations are often in need of a different culture befitting the new direction. This means adapting the current culture to another (better fitting) one.

Merging cultures



When companies or departments merge, differences in cultures might sometimes be significant. Clarifying, defining, and engaging employees into merging cultures, and defining & activating that new culture together enables a smooth unification of entities.

Scaling cultures



Sometimes companies are growing extremely fast, leading to cultural challenges. Scaling a culture whilst maintaining the positive aspects of the previous phase can be a challenging task. By balancing the founder's spirit and the workforce's new growth beliefs, companies can successfully and sustainably scale the culture.

Developing Cultures



Almost all companies are seeking continuous growth. Companies with strong and healthy cultures grow faster than companies with a weak or toxic culture. Maintaining, nurturing or repairing culture is key to keep growing. As a dear client once said:
It's like brushing your teeth, if you stop doing it, you start to smell

