



# Culture Change

Align your company by empowering your most precious resource: your employees

*If you could see the changes our clients make...*

## **Chronic Cultural Tendencies**

Your organization's culture has an almost invisible set of written and unwritten rules of how to survive and thrive. Some traits are essential to your success; others hamper creativity, collaboration and performance. We have identified four chronic leadership dysfunctions that are present in every organization: conflict avoidance, Us vs. Them Dynamics, resistance to uncomfortable learning, and tactical fire-fighting. Your people may be very busy, well-meaning, and talented — but they under-perform their potential in proportion to how pervasive these dysfunctions are in your culture. .

## **Senior Leadership Models the Way**

Don't send your employees to get "fixed," however, because it won't work. It doesn't matter what you say, it matters how you act. Your people will proactively own their responsibility in problems, raise uncomfortable issues, and ask probing questions in their performance reviews when you and your senior leadership have modeled it enough for them to feel safe doing so.

Organizational transformation happens from the inside out. As employees at every level of your company become personally aware of their ego-driven behaviors, and discuss them openly with each other, a more potent way of interacting, collaborating, and contributing will emerge.

## **Gratitude and Sustained Performance**

The paradox of cultural dysfunction is that everyone is both victim and accomplice. Your people probably believe the culture happens to them, even as they unwittingly play it out on others. They all crave something different, but lack the awareness, tools and collective commitment to make a sustained shift.

A culture of authenticity, inspiration and ego-free relationships will inspire your people to take risks, go the extra mile, surpass performance expectations. Time and again, we have seen how grateful people are when leaders create cultures that make that possible.

*As a CEO, LAL has been my most powerful tool to create culture change in our organization. It has completely revolutionized the way we think, act and behave as a company. From smoother operations to breakthrough collaboration, we have forged a level of inter-personal and inter-department effectiveness that is a tremendous competitive advantage.*

*Brandon Black*

*CEO*

*Encore Capital Group*

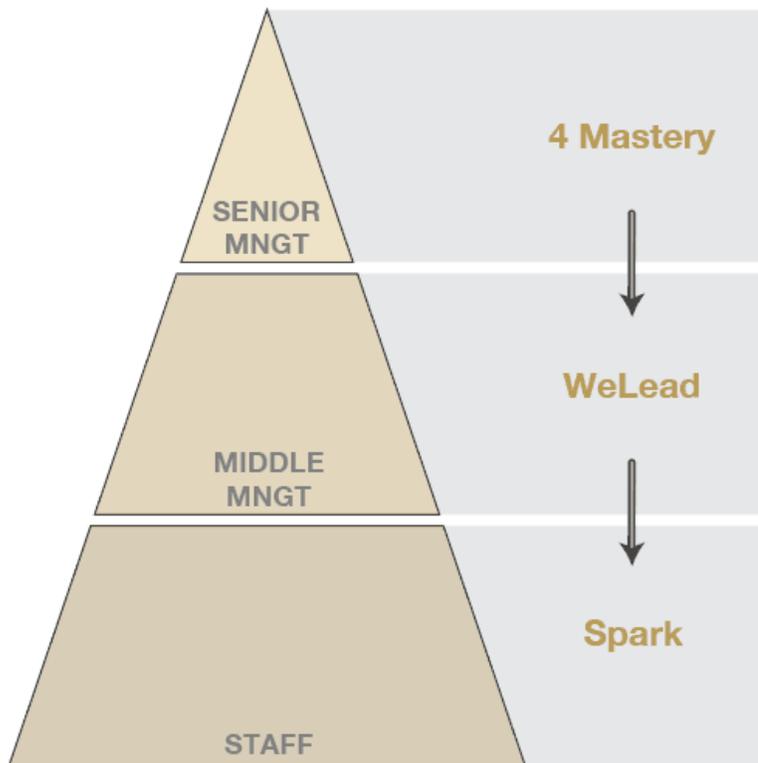
**100%** thought the program was good or very good

**99%** thought this was a great investment for themselves and their team

## Lead the change down into the organization

Knowing that human beings are most receptive to change they see and not change they are told to make, we believe the higher you are in the organization the more you are to act as a role model for rest of the organization. Therefore

we give the most comprehensive training to the top management knowing that the ripple effect through out the organization will be greater and give lighter version of our self-mastery tools as we go down into the organization.



### Step 1 - Train the top leaders to be the «Chief Learners»

The **4-Mastery graduate program** will enable the top management to understand the roots of their contribution to the counter-productive cultural traits, have an acute understanding of interpersonal dynamics and have the tools to consistently lead these situations differently.

### Step 2 - Create a self-aware and united middle management

Although corporate environments are quite different, they are all limited by a common set of unproductive cultural traits. **WeLead** will address the most pervasive traits like conflict avoidance, Us vs. Them dynamics, aversion to feedback & criticism, and working tactically / fire-fighting.

### Step 3 - Instill a learning mindset deep in the organization

Inspire the rest of your organization to create transparency and break down silos. **Spark Your Mastery** will provide them with core tools and concepts to be part of the change. (Train the trainer available)

## Program content

### STEP 1 - 4-MASTERY

#### 4 Seminars:

- Personal Mastery (9 Days)
- Shared Mastery (5 Days)
- Time & Mastery (5 Days)
- Sustainable Mastery (3 Days)

#### Ongoing support:

- 22 Coaching Calls (45-60')
- 360° Feedback Series (3 rounds)

### STEP 2 - WELEAD

#### 4 Sessions (3 days each):

- Raising Issues Constructively
- Making Others Good
- Embracing Learning
- Working Strategically

#### Additional support:

- e-Learning Center
- 360° Feedback Written (1 round)

### STEP 3 - SPARK YOUR MASTERY

#### 6 Sessions (4 hours each):

- Image Management
- At The Source Goals
- Making Others Good
- The Pinch®
- Generative Conversations
- Power Hour

(Train the trainer available)