

Mastering Cultural Change

Change and Performance Realisation
(CPR)
and the
Attitude for Change and Success



Dr. Leigh Kibby

Mastering Cultural Change

The following slides outline key change considerations. Kinematic has applied these principles and helped organisations achieve:

- **Success - 15% performance improvement**
- **Satisfaction - 51% to 89% improvement in staff satisfaction**
 - **Savings in the multi-millions of dollars**
 - **200% increases in sales outcomes**
 - **\$500,000 savings in staff turnover**



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The following is a summary of why change implementation fails.

Physical – ABILITY i.e. People do not have the skills required of them in the new (changed) context and/or the organisation does not have Change Facilitation Skills

Emotional – HAPPINESS / WILLINGESS i.e. There is no management of the emotions which change triggers re: the fear, angst and anxiety.

Intellectual – UNDERSTANDING i.e. behavioural expectations are not set and the change process map is unclear.

Noetic – DESIRE i.e. the change is not connected to the vision and values of individuals and teams.

Corporate Story – the communications themes and organisational legends that sustain change

The above depicts all the CPR Needs.

Failure to address these multilaterally can result in failure



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Here are the Cultural Change Fixes based on the change cycle.

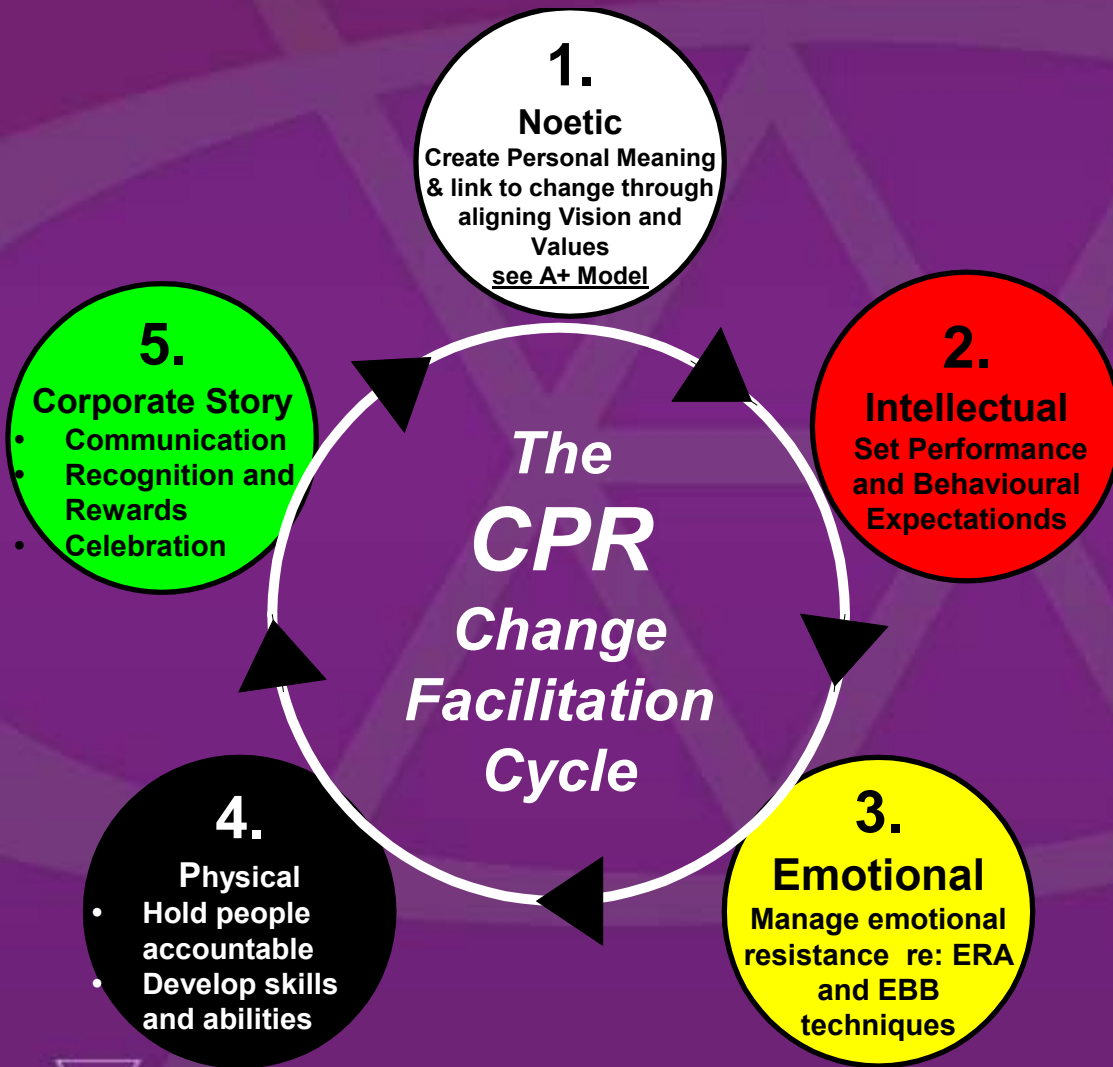
- Physical** – Develop the skills required in the “new” environment and develop change facilitation skills.
- Emotional** – Remove emotional blocks to change.
- Intellectual** – Set performance and behavioural expectations.
- Noetic** – Create Meaning and Purpose for people and teams.
- Corporate Story** – begin and sustain the story through communications, recognition, reward and celebration

Please note that there is a specific cycle for these key elements.

That cycle is depicted in the following slide.



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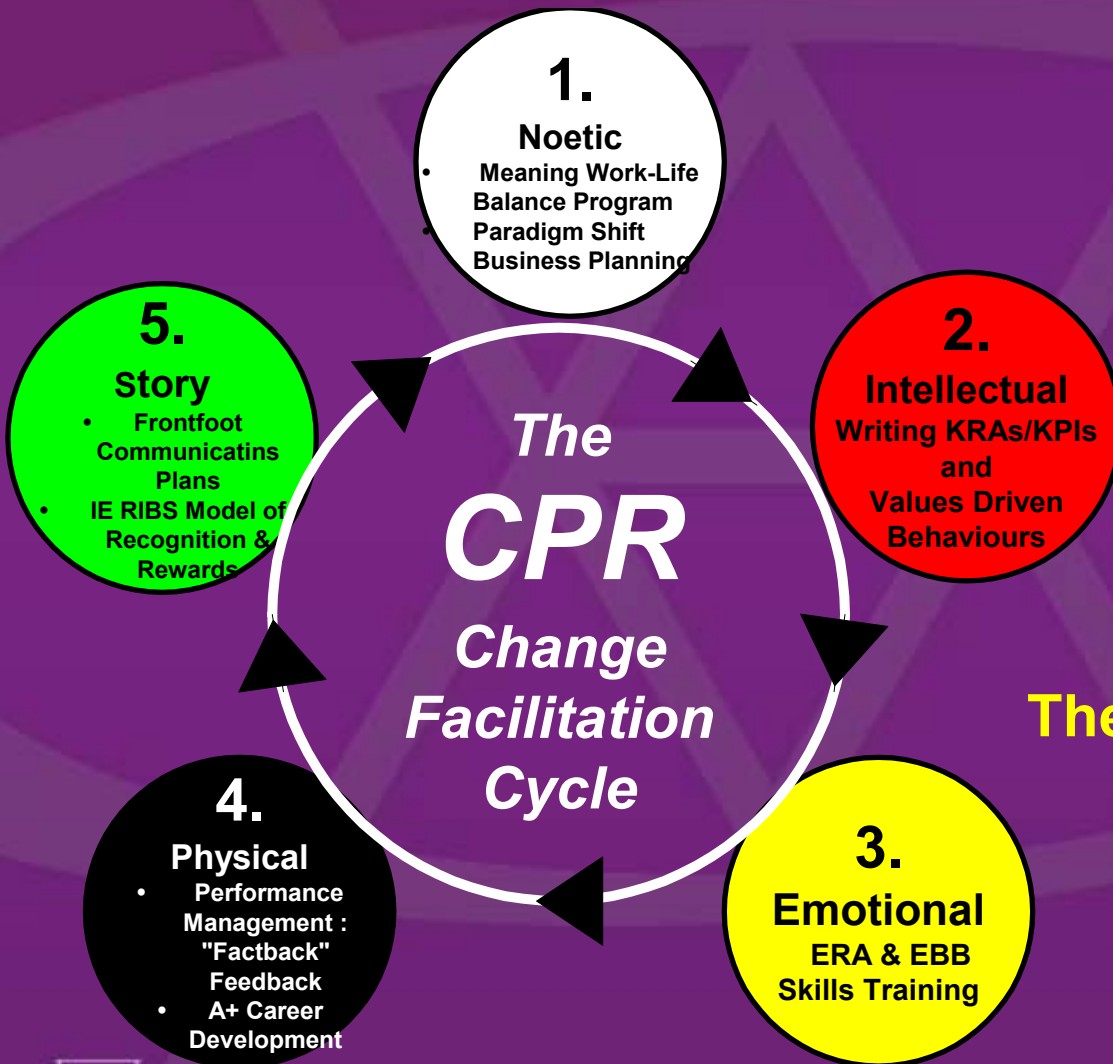


This is the Change Facilitation Cycle and begins with NOETICS which is one of the pivotal change enablers because:

- it is the component that creates meaning and “buy-in” around change;
- draws people to change; and
- “makes sense of change” in the minds of people.



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Change only occurs if people behave **DIFFERENTLY!**

HENCE, it is essential to develop new approaches and new behaviours in each stage of the change cycle and "lock-in" those changes .

The picture to the left indicates the NEW skills (by program name or consulting focus) that become the new behaviours which in turn become the new culture.



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In summary

CPR uses “attitude” as an enabler of change;

Attitude is a relationship between emotions and thinking, the speciality of Dr. Leigh Kibby;

Team and Customer relationships can also be built through the techniques described in the CPR cycle;

and

The CPR components can be taught in training programs which have proven outcomes as shown on slide 2.

For specific examples consulting, training and development, please email leigh@kinematic.com.au

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