

# Time for change

How to launch a successful  
cultural transformation training  
strategy for your enterprise

docebo®

  
**02**

Why cultural transformation is crucial for long-term company success

---

**06**

How to spark cultural change with personalized training and the right LMS

---

**11**

Types of organizational culture to consider for your cultural transformation training

---

**18**

Topics to cover in your cultural transformation training course

---

**22**

Creative ways to get employee buy-in for your culture change strategy

---

**26**

Is it time for a change? Popular cultural transformation training use cases

---

**30**

How to change organizational culture in 8 easy steps

---

**34**

Conclusion

---



## INTRODUCTION

Change is never easy, but it's necessary to expand into new markets and make the most of in-house talent. This eBook is designed to help you minimize the risks and maximize ROI (and employee engagement) when undergoing cultural change. You'll discover the unexpected perks of this process, and how a learning suite can help you get employee buy-in and achieve long-term success for your enterprise.

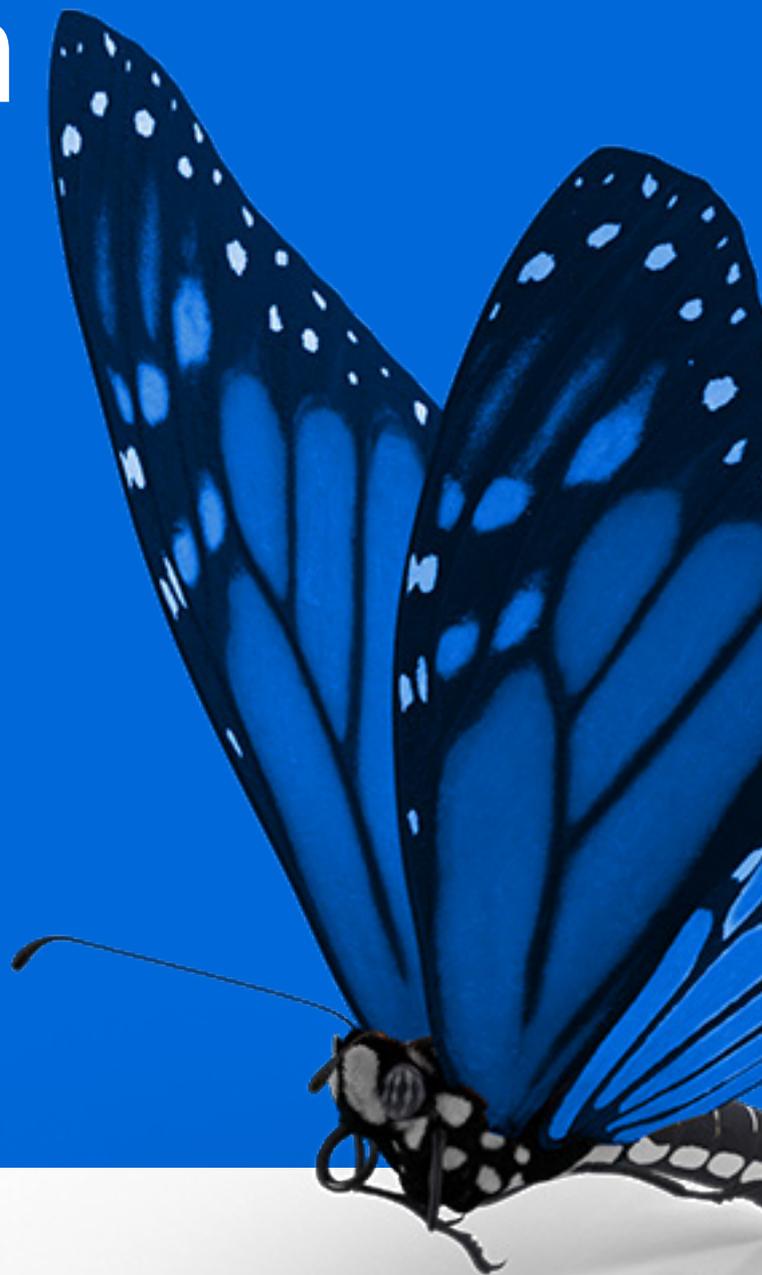
**Adam Ballhausen**

Director of Customer Education



# Why cultural transformation is crucial for long-term company success

What's the link between cultural transformation and long-term success? Adapting to new team leadership, task protocols, or company policies is never easy. Online training and ongoing support can ease your team into the transition and alleviate stress. Staffers are introduced to the new brand values, corporate beliefs, and key policies of your changing organizational culture. It's important to continually evolve your brand and keep up with industry trends. But it's also essential to bring your employees along for the ride, as they're your most valuable corporate asset.



# 8 long-term benefits of changing organizational culture



## ALIGN EMPLOYEES WITH COMPANY VALUES

Everyone associated with your organization needs to reflect its core values. That might be honesty and integrity, or an amazing customer experience backed by trustworthiness and industry knowledge. Cultural transformation helps employees re-align with current values and beliefs so that they put their best foot forward.

One benefit of this, for example, is that customers always get the same level of service when they interact with your brand. They know what your company represents and that your messaging is clear across the board, whether they're reaching out to a call center employee across the world or getting a product pitch from the local sales rep.



## IMPROVE EMPLOYEE SATISFACTION

Employees are more satisfied in the workplace if they know the brand purpose, as well as their role in the organization. One of the most effective solutions for how to change organizational culture is to get employees on board from day one. They need to be involved in your company's transformation so that they understand the why and how behind it. Effective cultural change training personalizes the process so that they evolve with your brand and shift their performance behaviors to meet new standards.



## BOOST WORKPLACE PRODUCTIVITY

Satisfied employees who know what your brand stands for are more productive in the workplace. They understand how to perform tasks that align with company protocols, and how to streamline processes so that co-workers don't have to pick up the slack. Another productivity perk is fewer on the job mistakes, since everyone is aware of company expectations and the consequences associated with misconduct.



## INCREASE SALES

Regardless of your industry or staff size, your company is in it to make money. You need to turn a profit in order to achieve long-term success and get your share of the market. The only way to do this is to keep up with the times. You need to stay relevant and one step ahead of the competition. Cultural transformation can help you increase sales and service scores so that your business weathers future financial storms.

For example, there may be a slump in the economy but you're able to ride it out because of repeat business and wise investments. This is due to the fact that you're willing to grow and adapt your company to meet current demand.



## ENHANCE BRAND IMAGE

Organizations that are immediately recognizable have one thing in common: flexibility. Their logo and messaging changes over time, but they keep their image and reputation intact. In fact, they enhance their brand by meeting modern expectations. As such, cultural transformation is one of the most effective ways to build your brand identity and public image. Customers recognize when you are stagnant. Your enterprise must be ready to identify its faults and address them in order to provide top notch customer care. Whether that's developing new products or re-evaluating your business strategy.

**CONCLUSION**

**A major challenge that companies face when changing organizational culture is a tight timeline. You need every member of the team up to speed before the transformation can begin. To help, you should look for a feature-rich and intuitive LMS to flatten the learning curve without compromising functionality.**



### RETAIN TOP PERFORMERS

Top performers want to align themselves with brands that have a clear agenda and purpose. But there's more to it than that. Talented staffers are also looking for organizations that value positive change and professional evolution. Because that's what is supposed to happen at the individual level. Staffers constantly build their skills and knowledge, trying to achieve their true potential. The company they work for should follow the same rule. Your organization must overlook corporate growing pains and always strive for excellence, even if that means overhauling your entire identity or switching up management to achieve best results.



### UPHOLD INDUSTRY STANDARDS

Other companies within your niche are competition. However, you're all governed by the same industry standards and protocols. Enterprises that fall short won't last long, as they simply don't reach the bar that's been set. Organizational culture change ensures that you always meet industry requirements instead of lagging behind, which also mitigates compliance risks. For this reason, it's crucial to keep up with industry trends and regulations so that you don't fall out of favor.



### REDUCE OPERATIONAL COSTS

All of these benefits contribute to your bottom line. Increased work productivity and lower employee turnover reduce operational costs, as you don't have to hire new employees to fill gaps. A better brand image increases repeat business and customer loyalty, while adhering to industry standards. Not to mention, it keeps employees safe in the workplace so that you avoid high insurance premiums and workers' comp claims. If you're undecided about whether organizational culture change training is worth the investment, consider the costs of maintaining the status quo.

# How to spark cultural change with personalized online training

Just like any other L&D program, cultural change training needs to form an emotional connection with your learners. Employees must be able to relate to the content and assign meaning at the individual level. As such, personalization is one of the key elements of organizational culture training for remote staffers.

The catch is that your workforce hails from different backgrounds and belief systems. Societal norms impact their job performance and professional perspective. However, there are ways to facilitate cultural transformation for every employee and build a brand-centric community.



# 7 ways to personalize organizational culture change



## ANALYZE THE CURRENT CULTURAL PERSPECTIVE

Employees have an image in their minds when they think of your company. Everyone has a unique perspective. However, there are probably some commonalities. For instance, most staffers may think that the company is community-driven, or that there's a corporate ladder that's difficult to climb. Analyze their current perspective to identify potential sticking points. Is there a negative perception you should address in your cultural change training course? How can you re-align their core values based on the new structure? Surveys, focus groups, and assessments are ideal tools for the task.



## GET EMPLOYEES INVOLVED FROM DAY ONE

One of the key elements of organizational culture is employee participation. They need to be involved from the get-go to provide input and form an emotional connection. But you must find a way to get their honest opinions. Many employees are too afraid to share their thoughts because of reprisals. For instance, they might be concerned that they will get all the unwanted tasks if they speak up against team leadership.

To alleviate this concern, you should consider anonymous feedback in the beginning, like polls or one-on-one interviews with a third-party consultant. Then they can play a more active role in the development process moving forward. For example, attending weekly meetings to discuss the project and offer new recommendations.



## HOST LIVE EVENTS TO PREP THE TEAM

Cultural transformation might make some employees uneasy because they aren't sure how they fit into the new structure. Maybe their jobs are at risk or the new way of doing things will cause unnecessary stress. It's wise to host live events to prepare the team and put them at ease. You can discuss what the change means for them and how your organization will proceed. They also get to ask questions to alleviate any doubts. During the live events, outline all the steps ahead and the roll-out schedule.



## LAUNCH CERTIFICATION PATHS THAT ALIGN WITH CORE VALUES

Develop certification paths that focus on specific values or corporate pillars so that employees can tackle topics individually. For instance, the first path could center on integrity and how the new team leadership reflects this trait, as well as how employees must imbue this character when dealing with customers or clients. You can also allow them to pick and choose training activities to create their own certification path.



## DEVELOP RELATABLE STORIES THAT REFLECT BRAND MESSAGING

Stories serve two purposes in cultural change training. First and foremost, they foster an emotional connection. Secondly, storytelling helps to facilitate real world application because employees see how change impacts their daily work habits and performance behaviors. The key is to write stories that reflect your brand messaging and identity so that staffers get a practical context.

For example, the main character could be a customer service employee who is used to doing things a certain way. But the corporate 'shake up' has forced them to rethink their approach. This is how they adapt to the change and build the vital skills they need to boost workplace productivity.





### CREATE A JIT SUPPORT LIBRARY

Personalized online training is, above all, flexible and convenient. Staffers can train whenever it fits into their schedule, provided that they meet the L&D deadlines. A JIT library is essential because it allows employees to set the pace and access immediate support, such as a tutorial to walk them through new tasks. Or demo videos that show them new core values in action. You can even invite them to create their own resources and upload them to the repository to cut costs. Bonus: this also helps to improve employee engagement and motivation.



### COLLECT FEEDBACK TO IMPROVE YOUR L&D APPROACH

Feedback is a continual process. Get input from staffers to detect emerging gaps and weak points in your strategy. There are always ways to enhance personalization and make the experience more meaningful, whether it's offering greater content diversity or inviting employees to host live events to share their insights.

You should also gather feedback from team leaders, as they have a high-level overview of departmental performance. For instance, they may manage ten employees who frequently turn to them for support or clarification and can help you disclose pain points that LMS metrics or business reports overlook. Then you're able to use the data to improve your approach and make it more learner-centered.

## CONCLUSION

**There are a variety of reasons to launch a cultural change training program. From globalization to new team leaders. But, regardless of the catalyst, employees must be able to internalize your new brand values and protocols. Personalization is the only way to get them on board and facilitate practical application. To make this easier, you need an LMS that offers all of the features you need to ensure that everyone is on the same page and promoting your core values.**

# Types of organizational culture to consider for cultural transformation training

Which types of organizational culture should you consider for your enterprise? The key to ANY successful transformation is determining where you are versus where you need to be.

Do you want a corporate community where collaboration is king? Or are results and structure the driving force behind your corporate shift so that you can achieve targeted objectives?

---

To help you answer these questions, let's take a deep dive into company culture analysis. First, we'll highlight the most popular types of culture to consider for your business, then explore how to evaluate your current approach and define your new corporate framework.

# 4 types of company culture

## 1. CLAN

Clan culture is all about getting together (virtually) and collaborating with coworkers. It's more of a community atmosphere that encourages collective problem solving and knowledge sharing. Peer coaching, live video conferencing sessions, and regular meetings are part of the L&D package. The key to successful clan organization is balancing individual goals with group training objectives. Otherwise, employees may feel as though their personal needs aren't met and that they get lost in the crowd.

## 2. ADHOCRACY

Adhocracy cultures are all about calculated risks. The pillars are innovation, creativity, and real world application. Above all, these companies emphasize adaptability and personal growth through experimenting. For example, they might pose a problem and invite employees to brainstorm and share their ingenious solutions. Or, you might incorporate group projects where everyone can share ideas and use their lateral thinking skills. Unsurprisingly, entrepreneurs and 'go-getters' tend to thrive in this type of culture.

## 3. MARKET

If you're looking for a corporate culture that prioritizes competition, then the market approach is a worthy contender. The main goal is to achieve best results and encourage every employee to bring their A-game, even if that means holding them to higher standards and applying some degree of pressure. For example, team leaders might host daily meetings to set sales goals or personal achievements. Gamification is the ideal training tool for market cultures because they add friendly competition and let employees track their own progress and performance.

## 4. HIERARCHY

This is the most structured of the company cultures, and is founded on stringent rules, regulations and task protocols. Employees must go by the book and avoid risks that might lead to workplace instability. In many ways, hierarchy cultures are at the other end of the spectrum from 'clan' organizations. While clan organizations mimic a family structure, hierarchy businesses are more like a corporate ladder, wherein 'higher-ups' hold the professional power.



# **4 ways to evaluate your current culture**

It's possible that your organization fits neatly into one of the cultural boxes listed above. But, it's more likely that you fit somewhere between two or more of these categories. To help determine where exactly you sit currently, try these four techniques for evaluating your current culture.



## EMPLOYEE FOCUS GROUPS

Host focus groups to get input from your staffers and evaluate the organization from their point of view. Do they think the current culture is too leadership-driven and that they don't have a say in personal development? Would they like more competition or risk taking? Try to keep groups small so that employees feel comfortable sharing their thoughts and opinions. For example, each live event could have 10 staffers present, and managers not in attendance. One of the attendees could host the session and then report their findings to higher-ups.



## LEADERSHIP SURVEYS

Get feedback from team leaders to see where you currently stand in terms of culture and corporate structure. Leaders interact with their departments every day so they know what's working and what needs to improve for your cultural transformation training. For example, several employees may have complained about the lack of clear goals or maybe they want more peer collaboration. Leaders can help reveal employees' perspectives, and bring to light topics that wouldn't usually be shared via meetings or surveys.



## BUSINESS OBJECTIVES

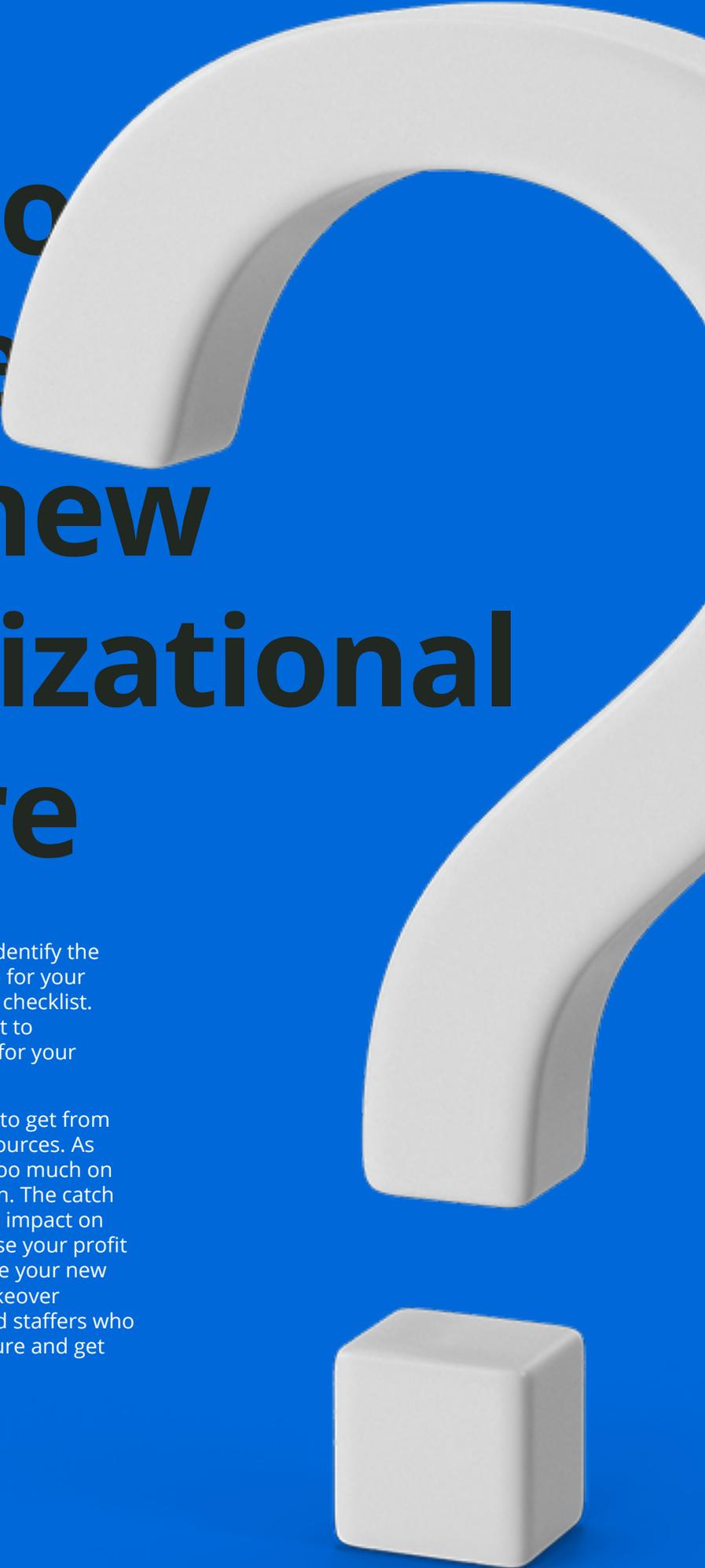
Take a closer look at your business objectives and outcomes. What terminology do you use in your statements? Do the outcomes reflect your new image or core values? For example, your objectives may be packed with high-pressure verbs, or maybe they're so lax that employees don't even know how to proceed. Every aspect of your cultural transformation training program should reflect your new corporate culture, and objectives provide a successful framework.



## BRAND IMAGE

What is your brand identity? Does it also need to undergo a change? How does the public perceive you? How would staffers sum it up in one word? Cultural change may be an internal process, but it has a direct impact on your brand image. For instance, customers may think that your company is highly competitive because employees are too pushy, or you have an overly aggressive marketing campaign that focuses on sales instead of service. Is this the image you want to portray? If not, how do you realign your corporate culture to revamp your brand representation?

# How to define your new organizational culture



One of the most effective tools to identify the best types of organizational culture for your business is a vision board or brand checklist. Which values or beliefs do you want to incorporate? What does this mean for your employees and L&D program?

In short, you need to map out how to get from point A to B using the available resources. As an example, you may be focusing too much on profits instead of staffer satisfaction. The catch is that high satisfaction has a direct impact on sales and service, which can increase your profit margin. Another great way to define your new culture is to compile a team of 'makeover managers'. These are hand-selected staffers who can help you transform infrastructure and get peer buy-in.

## CONCLUSION

**Cultural transformation training requires planning and needs analysis. It calls for a holistic overview of your brand image, public persona, and employee perspectives. The right LMS can help you identify areas for improvement and personalize training so that you achieve desired outcomes. This is made easier by a platform that gives you the reporting power to drive into your data and make for most of employee feedback.**

---

# Topics to cover in your cultural transformation training course

Developing a new cultural transformation training course helps everyone get behind your new company infrastructure and brand identity. The trick is choosing the right topics so that employees know what's expected and how to re-align work practices, and how the change impacts their daily duties and job responsibilities.

Of course, you can't include too much info because there's only so much information that an employee can process.. Plus, they already have enough stress to contend with thanks to the corporate transition, which may involve new management, mergers, or company policies. So, which essentials should you cover in your strategy?

# 8 topics to address in cultural change training



## BRAND VALUES

The new brand values and principles lay the foundation for cultural change in the workplace. However, you should also refresh staffers' memory regarding current core values and how these are incorporated into your new strategy.

For example, you could emphasize that respecting diversity is still a crucial part of your corporate culture, which goes hand-in-hand with your new collaborative Show employees how these beliefs translate into real world performance behaviors and habits.



## NEW TASK PROTOCOLS

If your cultural transformation involves new processes or tasks, employees need to know how to follow those new protocols. These are all the stages and common mistakes to avoid. Simulations are ideal because they allow staffers to learn from mistakes and improve their approach, especially if you pair it with demos or checklists that impart the essentials. For example, they review the list of steps and resources required, then participate in the simulation to put their knowledge into practice.



## LEADERSHIP

Even if there aren't any leadership changes involved, managers and supervisors may need to refresh their skills. Successful culture change training programs give them the opportunity to assess their current strengths and weaknesses, then re-align to meet the new demands of your organization. Leadership courses also help you identify emerging talent and put them on the management fast track, such as staffers who possess niche skills or know-how that meshes with your new corporate culture.



## COMPANY POLICIES

This is another cultural change training topic that should blend the old with the new to provide a more comprehensive overview. What are the current policies in place and why are the new policies better for your organization? In other words, why should employees implement company policies in the workplace, beyond compliance repercussions? It's also essential to highlight rules and regulations by department or job role, so that staffers know which guidelines pertain to them and their work responsibilities.



## LOCALIZATION

There are two common applications for localization training in cultural change strategies. The first is venturing into new markets, wherein employees need to know the cultural norms and core beliefs of their target demographic. The second is expanding your workforce. For instance, you could be hiring a local team and they need a 'crash course' on brand values. At some point, the goal is to achieve both for your enterprise because it allows you to tap into a global talent pool and expand your customer base.

## CONCLUSION

**The topics you need to cover in your cultural transformation training course depend on your objectives and scope. For example, minor shifts may not require comprehensive courses. Instead, you can simply launch a supplemental support library or host live events to bring the team up to speed.**

**Then again, more complex transitions might call for certifications to address cultural change in the workplace so that employees understand their new roles.**

**For this reason, it's crucial to evaluate the scale of your transformation and how it impacts your remote employees before choosing your new LMS. Ideally, your chosen platform will allow you to create and manage content, replotting training, and measure the impact of your L&D programs all within a single suite of tools.**



## ADAPTING TO NEW WORK ROLES

This topic is integral for mergers and cultural changes that involve individual job titles. As an example, you may be phasing out a department and certain employees must take on additional roles, or job responsibilities are shifting due to industry changes or corporate redundancies. Most employees are already uneasy about the cultural transformation because it causes instability. They may have had their old routine memorized and now everything is in flux. You can prepare them for the transition with clearly defined roles and boundaries. For instance, they may not want to have to do the job of two people or perform tasks out of their comfort zone. To combat this objection, you could make it clear that you are providing targeted training tools to help them master new tasks and adapt to change.



## ASSOCIATED SKILLS

No matter which type of culture you choose or how many people you employ, skills should be a top training priority, as they serve as the basis for all performance behaviors and work practices. Which talents are associated with your new core values? Are there any pain points you should address right away to maintain your brand image? How will you continue to build vital skills and retain top talent after the corporate transformation? The shift is much easier for employees to handle if they have self-confidence and skills-building resources to fill individual gaps.



## REGULATORY COMPLIANCE

This is a broad topic that includes industry regulations and company protocols. For this reason, compliance online training should be personalized for each role or employee group. First, focus on the fundamentals that staffers need to stay safe and mitigate risks on the job, then move on to new company-specific rules that pertain to your new corporate culture. For example, ease your employees into the new dress code or performance evaluation guidelines by scaffolding their know-how.

# Creative ways to get employee buy-in for your culture change strategy

---

Is something missing from your culture change strategy? You've clarified the objectives and goals. There's even a budget and timeline to keep implementation on track. But did you account for the emotional impact change has on your staffers? The only way to change organizational culture is to get employee buy-in. They need to know how change affects their work duties and roles, and why your company is undergoing a transformation in the first place.

Unfortunately, humans are notoriously resistant to change, even when it's necessary for personal and professional growth. So, how do you get employees emotionally invested in your new program?

# 6 innovative ways to get employees involved in cultural transformation



## KICK-OFF EVENTS

Schedule a live event to get employees excited about the cultural transformation and put their minds at ease. This gives them a chance to ask questions and alleviate doubts so that they can focus on the task at hand, which is to re-align their perspectives and get ready for the shift. They can also meet new team leaders or learn about new company policies that pertain to their job roles. Try to keep group sizes small so that everyone has the opportunity to speak and engage with the host. You can even start with a larger event and then assign breakout rooms based on departments or individual training needs.



## COMPANY VALUES NEWSLETTER

This email newsletter goes out every week to keep employees up-to-date and spotlight a new core value. You can also get creative and include staffer stories to up the emotional ante. For example, a sales employee contributes a real world example of how they exhibit integrity and honor on-the-job. The newsletter is a great way to spread the word about future training events since you're able to include helpful links to tie-in resources and promote the benefits of your cultural transformation webinars.



## REAL WORLD DEMOS

Reading about corporate change and how it affects individual roles or tasks is one thing but seeing it in action gives staffers the chance to mentally process change and mimic positive behaviors. For instance, a video demo could walk employees through the task or show them how to display certain skills in the workplace. The benefit is that they have a visual example to follow, which also helps them avoid common pitfalls. If you're trying to cut costs, ask top performers to reenact tasks and then use an editing tool to produce how-to videos and upload them to your LMS library.



## SELF-ASSESSMENT

Change happens at the employee level, but how do staffers know which areas to work on in order to align with your new organizational strategy? The secret to successful cultural transformation training is frequent self-assessment. Employees start with a pre-assessment to identify their current strengths and weak points, which helps them choose the best activities for their personal needs. Then they wrap everything up with a final exam to see how far they've come and disclose emerging skill or performance gaps. For instance, they may take the same simulation before and after the course then compare results.



## GAMIFICATION

Gamification is more of an overarching strategy to motivate employees and help them track personal progress. For example, employees can earn badges and points for every course they complete, or for building crucial skills that fit into your new corporate culture. Another game mechanic to consider is leaderboards, especially if you opt for a more competitive approach. Staffers move up the board for standout training performances or perfecting new work habits. Just make sure to clarify guidelines so that employees know how to participate, what's expected of them and why your gamification strategy supports organizational change so that you get staffer buy-in.

## CONCLUSION

**We're not suggesting that you convert employees into brand cheerleaders.**

**However, a successful cultural change strategy can turn them into advocates who rally for your cause, whether it's playing a more active role in your collaborative Clan culture or rising to the challenge and taking calculated risks for your Adhocracy approach. The most effective way to change organizational culture is to emphasize the importance of employee involvement. This allows staffers to overcome the emotional hurdles associated with new management or work duties and achieve their true potential.**



## FEEDBACK SESSIONS

The last item on the list is feedback sessions. Think of them as virtual round tables where employees can share their ideas and thoughts informally. There shouldn't be any pressure or agendas to follow. That said, you may want to propose a topic beforehand so that employees can prepare their questions and comments. For instance, one feedback session may be all about the new dress code policy. Staffers should be ready to discuss their personal opinions about the policies and explore the pros and cons. They might even suggest changes that better suit your new brand values. Make sure to record the session for later reference. You don't want to spend the whole meeting jotting down notes and not participating in the conversation.



# Is it time for a change? Popular cultural transformation training use cases

---

Effective cultural transformation training helps employees shift focus and build vital skills in times of flux. It also emotionally prepares them for corporate transformation so that they're able to manage stress and improve workplace productivity.

However, you need to know when to kick your training program into high gear and provide JIT to your team. If your enterprise is experiencing any of the following growing pains, it may be time to implement a new transition training program.

**7 top**

**reasons for  
changing  
corporate  
culture**



## VENTURE INTO NEW MARKETS

Whether you're onboarding new talent in different markets or plan to expand your customer base, cultural transformation training is likely required. For example, you may want to take your brand global, which requires you to meet the demands and expectations of your new demographic, but you still need to blend these with current business practices to retain loyal customers. Some organizations even hire a localization team to conduct market research and align with cultural norms. Seasoned staffers and new recruits need effective training tools to familiarize themselves with your brand image and values, helping them bring their skills and professional know-how up to speed.



## BRAND RE-ALIGNMENT

One of the most common use cases for culture change training is brand re-focusing. Maybe you've changed your image recently or simply want to re-align employee performance behaviors with your core values. For example, staffers may be starting to get a bit lax on the job and no longer reflect your sense of integrity or collaboration. The training course can help you refresh their skills and brand knowledge, and build a stronger sense of community. That said, brand re-alignment calls for careful planning and organization. You need to know what your company stands for and how it's perceived by the public, then highlight the differences between your current messaging and your new corporate culture.



## LEADERSHIP CHANGE

You've decided to shake things in management and bring in new leadership. In some cases, they might join the existing team because you lack certain talents or expertise. In most cases, current managers will need training to refresh and reinforce their knowledge, while new leaders require onboarding training to acclimate to their surroundings and master company policy. Likewise, your entire workforce expects cultural transformation training to introduce them to new management and the change that they bring with them. Core values that you wish to add to your existing corporate culture, for example.



## DEPARTMENTAL SHIFT

Effectively changing corporate culture doesn't have to be a company-wide event. In fact, it may only involve a single department or group that requires transformation. To illustrate, your customer service team must consider new corporate beliefs or work practices. Your entire company hasn't changed, but that department needs to reflect fresh ideas and brand values to improve satisfaction scores. Or, maybe you've updated the goals and objectives for that employee group. Thus, their L&D certification paths have followed suit.



## NEW INDUSTRY TRENDS OR PROTOCOLS

New tasks usually don't warrant a company culture shift. You don't have to overhaul your L&D strategy when you update the checkout process or expand the product catalog. The exception is tasks that relate to new industry trends or protocols. For instance, your niche may have evolved in recent months and you need to comply with updated rules or regulations. Another issue might be new technologies or techniques that streamline work processes and mitigate risks.



## SALES AND SERVICE ADJUSTMENTS

The final use case for culture change training is adapting your sales and service practices. As an example, you could be completely changing the way you pitch products and approach new leads, or you could have decided to revamp your customer service standards to keep up with the competition and expand your base. Even employees who aren't directly involved with customers need to know about these changes. For instance, warehouse or HR staffers must be aware of your new protocols and how to interact with consumers when necessary, such as when they're stocking products and a customer approaches them with a question.



## MERGERS

Another reason to launch a cultural transformation strategy is to minimize the negative impacts of mergers. You're, essentially, combining two distinct brands, corporate belief systems, and remote work teams. There's bound to be some overlap, such as task and role redundancies. Therefore, an effective training program clarifies expectations and gets everyone behind the merged brand image.

On the other hand, if you buy out another organization and they become part of your company culture, their team needs immediate support. Thus, you must help them make the transition and integrate into your workforce with minimal stress. For example, you could develop content that recaps your messaging, protocols, and industry regulations. Bear in mind that some of your current staffers may be worried about how the merger affects their duties. Is their job in danger because someone from the other team is 'going to take their place?' To address this concern, include your existing staff in cultural transformation training as well to put them at ease and reiterate expectations.

## CONCLUSION

**These cultural transformation training use cases are only the beginning. Any time your company undergoes change, your L&D program should follow suit. In fact, it's best to launch an effective training strategy BEFORE the transition so that employees are ready for any obstacle. You also have the opportunity to get staffer buy-in and consider the characteristics of organizational culture, such as personalizing the process and fostering real world application. The right LMS gives you the cutting edge and helps your organization overcome emerging challenges.**

# How to change organizational culture in 8 easy steps

Many organizations struggle with the idea of how to change organizational culture without putting unnecessary strain on their team. After all, they have enough stress to contend with as it is, thanks to their heavy workload and busy personal

lives. So, how do you streamline your cultural transformation and launch a successful online training program minus the L&D headache? Let's take a step-by-step look at how to transform your company culture and prep employees for the major shift.

# Follow these steps to transform your corporate culture



## EVALUATE YOUR CURRENT CULTURE

You need a benchmark to figure out where you stand versus where you need to be in terms of your cultural structure. Evaluate your current infrastructure, values, and objectives. This may involve employee surveys, assessments, learning metrics, and business reports. The point is to analyze every aspect of your culture from different perspectives.

For instance, how do employees perceive your brand and the workplace, in general? What do customers think of your company and its products or services? Another group to check in with is external partners, such as sales channels who work with your brand but can still offer a third-party perspective.



## IDENTIFY GAPS

Now that you know the current state of things, determine where to go from here. Which gaps do you need to bridge to achieve the new goals and objectives? How do you adapt your existing culture and incorporate the new characteristics or core values? For example, you need to encourage a more collaborative and supportive community. Employees must feel like they're part of something bigger but that their individual talents are still valued. So, how do you open up the lines of communication and encourage them to share their insights?



## CREATE AN ORGANIZATIONAL CHANGE TEAM

Changing is a big job and it shouldn't fall on one person's shoulders, or even one department, for that matter. Gather a transformation team who can work together to achieve the outcomes and monitor progress. Choose two people from every department who meet once a week to share updates and discuss new ideas. Having a project management tool makes the job easier because all their communications are centralized.



## DEVELOP A CLEAR BUDGET AND SCHEDULE

Create a budget and implementation schedule that outlines all the costs and tasks involved. This is yet another reason to have a dedicated team, as you benefit from their insider experience. For instance, one of your HR employees has been involved in culture change transformation before. Thus, they understand the process, hidden fees, and potential delays. Just remember to leave a little room for unexpected costs so that you don't go over budget.



## GET EMPLOYEE BUY-IN

Some organizations make the mistake of developing their entire transformation strategy behind closed doors, then doing a big reveal and expecting employees to immediately buy-in. In reality, changing corporate culture starts with staffer feedback. They need to know why you're making the change and their role in the process, as well as what's expected of them before, during, and after the transition. One of the most effective ways to win them over is to host a live event for full transparency. Tell them about the transition plan and how they can participate.

## CONCLUSION

**These steps for how to change organizational culture can help you get everyone on board and ease the transition for remote teams, but they also reduce the risk of overspending and launch delays because everything is mapped out. You know which costs to consider and how to change company culture at the employee-level. An all-in-one learning suite helps you develop engaging content, dive into the analytics, and continually hone your cultural transformation strategy.**



### DESIGN TARGETED RESOURCES

You can create storyboards, identify key takeaways, and choose the best rapid authoring tool to develop content in-house. Another option is to hire an eLearning content provider to simplify the design process (just make sure their content is compatible with your enterprise LMS). Whatever path you choose, resources need to be relevant and real-world focused so that employees get the most benefit. For instance, you could develop simulations that teach them how to apply new skills or corporate values in the workplace.



### IMPLEMENT A SUPPORT LIBRARY

Many organizations launch cultural change transformation courses and call it a day, but employees need continual support to apply what they've learned and assign meaning. A JIT library helps reinforce knowledge and prevent on the job mistakes. A staffer isn't sure how to follow new company policies after a merger. So, they watch a quick demo video that shows them every step and how to avoid common errors. They don't have to participate in a half hour course just get that small bit of information. Then again, they can always access modules, webinars, and long-format courses if they need more details. Finally, it's essential to offer diverse JIT resources for different preferences or training styles.



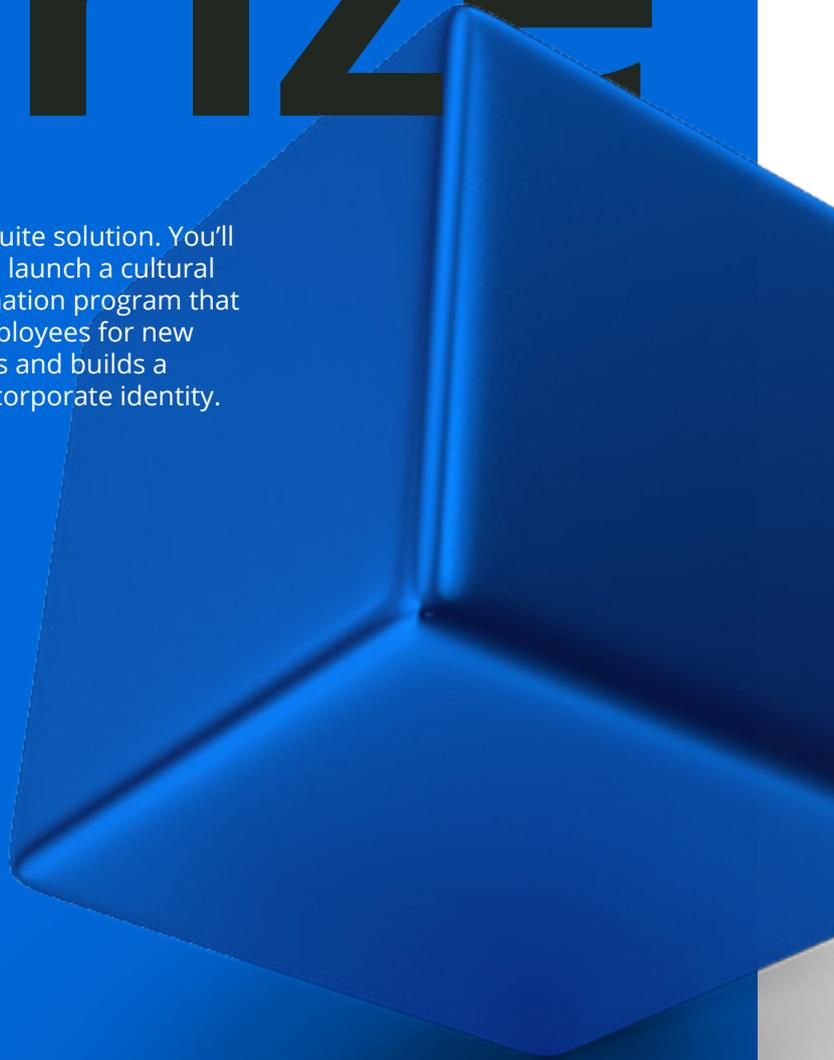
### MONITOR RESULTS AND OFFER FOLLOW-UP

Every employee has completed the culture change training program and some time has passed since you made the transition. However, businesses are always evolving and expanding, which means that your training strategy must do the same. Monitor performance, identify areas of improvement, and follow up with staffers. Do a weekly LMS report analysis to look for sticking points and check in with employees who fall behind. You should also incorporate new culture changes based on the results. Maybe the new policies need further clarification or employees need to work on related skills. In short, a successful transformation program is always a work in progress.

# To sum- marize

Make meaningful change in your organization minus the growing pains. Whether you're handling content development internally or hiring an outsourcing partner, this guide can help you get ahead with the right

learning suite solution. You'll be able to launch a cultural transformation program that preps employees for new challenges and builds a stronger corporate identity.



All your  
learning  
challenges,  
solved!

docebo

Want to learn how the Docebo Learning Suite  
can help you launch a winning cultural  
training program?

[Contact us](#) today to start a conversation.