

Summary of Steps In A Culture Change Project



Step 1: Get “Buy In” To The Project

- Include all the key stakeholders e.g. the board & elected leaders
- Outline what this is and why this is important
 - How culture impacts on retention – stress retention as your objective
- Outline the budget required e.g. training
- Be prepared for criticism – prepare persuasive and meaningful answers that will illuminate the issue – and, if they do not get aired, use for a discussion session exercise

Step 2: Build The Framework

- Identify what type of retention culture you want to create
- Agree what types of behaviours will make and prevent this from happening
- Agree a common vocabulary
- Create a vision that will inspire staff to follow and keep them focused - use storytelling
- Agree a project champion

Step 3: Have A Reality Check

- Do a ‘Culture Audit’ to reveal what the current culture is
- Reveal the truth to the stakeholders so people understand the areas that need attention
- Agree a plan of activity

Step 4: Education and Awareness

- Help people understand why things are the way they are & what qualities and skills are needed to create and sustain a retention culture
- Help managers understand how to walk the talk – very important
- Create and walk people through the policies and procedures for all the major member touchpoints
- Create projects that put learning into action
 - Acceptable v. unacceptable & role play
 - How to spot and praise or correct
- Make everyone participate on a quarterly basis

Step 5: Monitor Progress

- Celebrate success and acknowledge disappointments
- Be prepared to lose members – if what you are doing is in the interests of the majority of members, and some don’t like it, be prepared to let them go
- Build into staff appraisals
- Make the results of the next culture survey part of the boards evaluation
- Develop into future plans – it is an on-going process!