

Why

Training, workshops and leadership conferences are effective tools to start realizing a change in culture. However, they are too often one-shot interventions that are not given the time they need. To create a fundamental and lasting change, a longer and more consistent process facilitated by an external agent is an effective option. This is exactly why we provide a change agent service for your company.

How

We see an external change agent as a company coach, one who is frequently present in the organization (e.g. one week a month) for a sustained period of time (e.g. one year). The aim is to give the desired change a boost by reinforcing the social tissue around all kinds of joint learning and dialogue interventions in order to shape sensemaking, reflection and behavior.

What

The key role of a change agent is to initiate, facilitate and nurture dialogue. A change agent does this by:

- Interacting;
- Listening;
- Feeling;
- Communicating;
- Coaching;
- Offering input, concepts, tips and advice where needed;
- Observing and making people aware of interaction and communication patterns;
- Giving honest feedback, both positive and negative;
- Creating open and effective communication about expectations and needs;
- Integrating and embedding the above elements structurally within the organization;
- Transferring knowledge and experience so as to make a lasting change in the organization.

The following steps are taken to shape and implement the role of the change agent:

Preliminary discussion

- An initial, in-depth conversation with the CEO of the company.

Analysis + making of a change plan

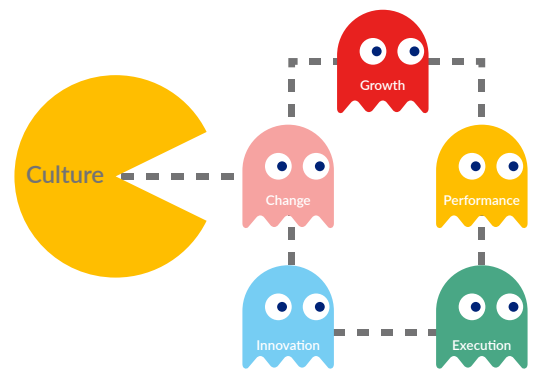
- Interview and workshops with different parties within the organization;
- An analysis is completed and a report, including an initial outline for a change process, is written;
- The intake, analysis and change plan can be considered as a separate service after which the company can decide how to continue with or without the change agent.

Communication and implementation

- The plan and the role of the change agent is communicated within the organization;
- The plan is executed (the goal is the aim of the plan, the plan to reach it will be adapted in consultation with the client).

Evaluation

- We evaluate the process and outcome.



Organizational culture eats strategy for breakfast, lunch and dinner