

# CHANGING CULTURE THROUGH CONVERSATIONS



## INVOLVING NOT IMPOSING

An international distribution organisation wanted to develop a shared set of values on which to build their organisations culture.

They wanted to create a 'Big Conversation' where employees views were heard and where they participated in the development of the company values and culture from the very beginning. They wanted people who saw themselves as part of the change story.

## CREATING ENGAGED ACTIVISTS

### SENIOR LEADERSHIP WORKSHOPS

Workshops to engage the 'top 150' senior leaders



2 Months

Leaders speaking formally and informally to their organisations

Exploring WHY does this company matters and HOW do we want to BE together

### AN OPEN SPACE



A tech enabled open space for listening and dialogue with the Senior Team

Over 200 participants from cross the organisation



6 Months

Grass roots projects set up across the organisation

Exploring WHAT would make a difference?

### AN OPEN SPACE



Senior Team demonstrated sponsorship and leadership....'skin in the game'

Follow up projects initiated and funded

23,000 voices heard

team town halls  
meetings video interviews

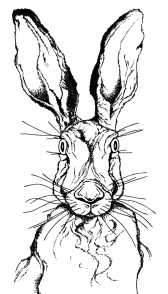
Values developed in response to the employee voice

80,000 voices heard

3% Average increase on engagement scores across the business

16% increase on engagement scores in areas that had participated in a 'Big Conversation'

\* From IPSOS Mori internal engagement survey



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