

## CULTURE-THE KEY TO A STRONG FOUNDATION

“Culture is like the wind. It is invisible; yet its effect can be seen and felt.”

Bryan Walker, Partner and Managing Director, Ideo

An organization's culture is defined by the behaviors exhibited by all its employees. The most successful companies foster cultures that allow their employees to thrive and grow.

Culture consists of the values and beliefs that are articulated by the leaders and then communicated to all. It is a known fact that the culture sets the context for everything that the organization does. Leaders in successful companies live the organizational culture every day and go out of their way to communicate their cultural identities to employees and prospective new hires alike. They are clear about their values and how those values define their organization.

Culture varies from organization to organization since there is no “one-size-fits-all” that can meet the differing needs of divergent industries. Reinforcement of the organizational culture happens through various methods, which establish employee perceptions, behaviors and understanding.

This workshop is an opportunity for participants to deep dive into the significance of culture from an organizational perspective. It will provide an avenue to learn about the tools that can be used for identifying the type of culture prevalent in their own organization and explore strategies to build the desired culture.

## WORKSHOP METHODOLOGY

- Case studies
- Videos and presentations
- Questionnaires

## WHO WILL BENEFIT MOST FROM THE WORKSHOP?

CEOs, CXOs, CHROs, HRBPs, OD Professionals, Top and Middle Management Professionals

# CULTURE: BUILDING THE ORGANIZATIONAL MUSCLE

## A WORKSHOP BY TVRLS

### VIRTUAL CLASSROOM DATES

July 13, 14 and 15

Wednesday, Thursday and Friday

### Timings for the Virtual Classrooms

5.00-7:30 PM (2.5 hours)

### DO YOU KNOW?

What is the real meaning of “Culture eats Strategy for Breakfast”?

Is culture just a shared way of doing something with passion?

How is culture diagnosed in an organization?

Who is responsible for building the organizational culture?

What are the steps to be followed in culture building?

Discover the answers to all these questions through our workshop aimed at helping you demystify and develop the desired culture in your organization.

### TO JOIN THIS PROGRAM, PLEASE REACH OUT TO:

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E-mail : [programs@tvr Rao.com](mailto:programs@tvr Rao.com)

[www.tvr Rao.com](http://www.tvr Rao.com)

## WORKSHOP STRUCTURE AND COVERAGE

Three Virtual Classroom sessions of 2.5-hour duration each.

### DAY 1: Vision, Values and Culture—meaning and significance

- Understanding the meaning of Vision statement
- Elements of a Vision statement
- Defining Organizational Values
- Significance of Organizational Values
- Defining culture
- Significance of Organizational Culture

### DAY 2: Approach for Cultural diagnosis

- Approaches to Diagnosis: Interviews, observation, questionnaires, stories etc.
- OCTAPACE Culture
- Motivational Culture
- Exploring other dimensions of Culture
- Diagnostic feedback as a tool for culture building

### DAY 3: Building the Organization Culture

- The steps in developing culture
- Role of CEO and HR in developing organization culture
- Importance of culture in SMEs and New age Companies
- Culture renewals

The sessions will have learning's from both-Indian and Global organizations.

## INVESTMENTS

- Rs 15,000 per participant (Virtual Classroom) + GST 18% or as applicable.
- The fees can be paid either through a NEFT transfer, Demand Draft or cheque drawn in favor of T.V. Rao Learning Systems Pvt. Ltd. payable at Bangalore
- The course fee for International participants is US\$ 300