

TRANSFORMING CULTURE THE 6 CRITICAL STEPS

BASED ON JOHN'S NEW BOOK, CULTURAL TRANSFORMATIONS
(JOHN WILEY & SONS-FEBRUARY 2016)

STEP 6



**MEASURE, MEASURE,
& MEASURE AGAIN.
DON'T FORGET TO
COURSE CORRECT.**

"As in medicine, in the world of corporate reinvention and renewal, prescription before diagnosis is malpractice."

STEP 5



**PUSH THE
"TALENT LEVERS"
IN SUPPORT OF OUR
COMPELLING FUTURE**

"It's About Talent.
It Will Always Be About Talent!"

STEP 4



**TRANSFORM MINDSETS.
TRANSFORM BEHAVIOR.
TRANSFORM RESULTS.**

"Culture transforms when people transform.
Results transform when behavior transforms.
Behavior transforms when mindsets transform."

STEP 1



**CULTURE
(AND, OPERATING SUCCESS)
STARTS WITH THE CEO.**

It's not about the organization
you want to create: It's about
the organization you must create.

STEP 2



**THE
"VULNERABILITY DECISION"**

"Positive transformation ignites when
the ideology of comfort and the
tyranny of custom are more painful
than the ideology of different."

STEP 3



**CREATE YOUR
COMPELLING FUTURE**

"The CEO and C-Level team must
accept responsibility for creating the
organization's compelling future
blueprint and architecture."

