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The Crucial Role of Organizational Culture in Transformation



Culture shapes behavior

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- Culture shapes values and norms, influencing employee behavior, decision-making, and emotions in the workplace.
- During transformation, employees may be resistant to change or may not fully understand the reasons behind the transformation.
- A strong culture can help to overcome this resistance by aligning employee behavior with the goals of the transformation.

Culture provides stability

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- Culture provides a sense of continuity and helps employees to feel that the organization still has a purpose and a direction during transformation.
- A stable culture reassures employees and facilitates collaboration during transformation by providing shared understanding and expectations.
- A strong culture stabilizes uncertainty and reassures employees of the organization's commitment to its mission and vision.

Culture influences innovation K&A

- A culture that values experimentation, risk-taking, and creativity is more likely to support innovation and change.
- A culture of innovation encourages employees to generate new ideas and approaches to achieving the organization's goals.
- Manage culture during transformation by defining values and behaviors, leading by example, communicating regularly, and involving employees.

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Impact that matters.



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