

Culture, Change & Leadership

The online video workshop to lead change & develop culture

Next workshops: 11-13 March 2024, 7-9 October 2024

OCAI online

The workshop to lead change and develop culture

If you need to change or develop your organization while the culture keeps "the way we do things around here", you see the business case: If you don't work with culture, it might work against you.

Develop an effective organizational culture to make your (client) organization more engaged, innovative, competitive, agile, collaborative, efficient, and productive.

This online video workshop shows how to diagnose culture with the validated Organizational Culture Assessment Instrument (OCAI), developed by University of Michigan professors Kim Cameron & Robert Quinn.

Next, we look at how to change culture with Change Circles or Interaction Interventions based on Positive Leadership.

Many organizational programs fail because they ignore current culture or try to change culture in a top-down way. Let's use a better approach to organizational change and development. Join this workshop and learn to include and engage others with positive leadership, so that people help create successful change and development.

Marcella Bremer leads this workshop, based on her books "Organizational Culture Change: Unleash your Organization's Potential in Circles of 10" and "Develop a Positive Culture where People and Performance thrive."

Who can attend?

This workshop is for leaders of all levels, consultants, and other professionals. This workshop is a prerequisite for consultants who'd like to become partners of OCAI Online.

Theory Topics

The video lectures cover the theory on culture, change, and positive leadership. You can download checklists and handouts. It's not necessary to read Marcella's books in advance. You watch the lectures before you join the live sessions.

Organizational Culture:

What is culture?

What is positive culture?

Culture Diagnosis with the OCAI

Culture types in the Competing Values Framework

Effective and ineffective sides of culture

Positive Leadership:

What is positive leadership?

Social safety and dialogue

Interaction Interventions

Organizational Change:

Paradigms of organizational change

Guiding change with CVF and Change Circles

Meetings and Interventions

Yes!

You can guide change, too!



A 3-day Workshop to learn how to guide Organizational Change, starting with Culture and using Positive Change Leadership!

Based on the books "Organizational Culture Change" and the "Positive Culture Book" by Marcella Bremer and the Organizational Culture Assessment Instrument by Cameron & Quinn.

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The video lectures talk about what culture is, and what makes up a **positive culture**. We present the **Competing Values Framework, the OCAI**, and its four culture types. We make culture operational by not only looking at values, but also at behaviors. Behaviors are effective or ineffective expressions of the four culture types.

We take a look at **Positive Leadership** (based on Positive Organizational Scholarship). Access to the [Positive Culture Academy](#) is included!

We explore two paradigms of **organizational change**, resulting in different change approaches. You can use organization-wide Change Circles or quick and personal Interaction Interventions (and influence other "positive energizers" in the organization).

Change Circles are small and foster dialogue and safety. People work on personal change as well as organizational/team change. They work on culture from values to daily behaviors, agree on what to change, and how. In addition to behavioral change, adjustments in structure, processes, or strategy might be developed for each team.

Interaction Interventions can be a fast start to develop a (more) positive culture by actively asking, listening, sharing, and responding.

Practice

In the online live sessions we reflect on and practice the tools and theory presented in the video lectures. Be prepared to answer questions, team up with others, present a case, and engage in "Triad Consulting".

The participants can support each other after the workshop. There is a private LinkedIn group.

Preparation

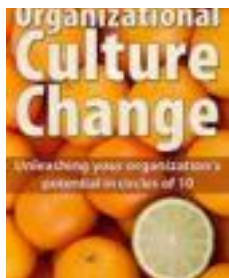
Participants submit a culture case in advance. Some cases will be presented and discussed in the live video sessions.

Activities and schedule:

1. Watch the video lectures BEFORE the live sessions. Your access to the online lectures will be sent 2 weeks before the sessions.
2. Submit your culture case and think about what you want to learn in advance.
3. Participate in the live sessions with case presentations, exercises, group discussions. The live sessions take place from 1 PM to 6 PM Central European time. The zoom link will be sent shortly before.
4. Join our private LinkedIn group and connect with colleagues.

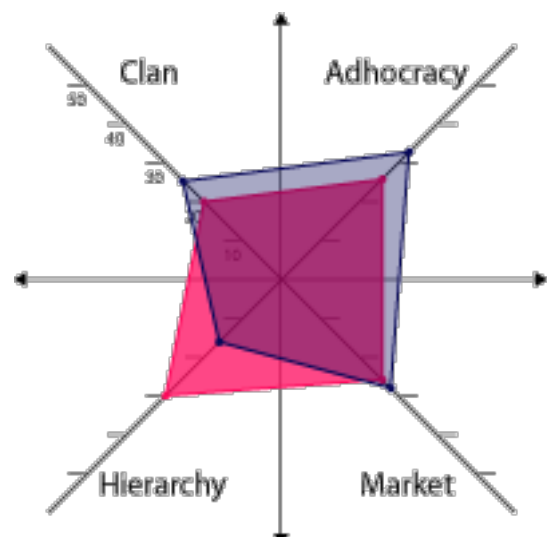
The online real-time video sessions take place via Zoom on 3 days between 1 and 6 PM CET (Europe/Africa), between 7 AM and 12 EST (America's east coast) and between 7 PM and Midnight SGT (Asia).
CHECK YOUR TIME ZONE!

A session day has 3 hours of group work: 1-2 PM, followed by a 1-hour break, 3-4 PM followed by a break, 5-6 PM followed by a break. This way, we stay energized and focused.



Competing Values Framework

Your culture is a mix of 4 of culture types, mapped in the CVF



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Learning Outcomes

This international workshop is a great opportunity to:

- learn (more) about organizational culture, what positive cultures entail, and how interactions matter to the culture
- learn to work with the validated Competing Values Framework and the Organizational Culture Assessment Instrument
- reflect on organizational change and how you could create a positive movement
- learn to guide Change Circles and engage people with Positive Leadership and interaction interventions
- connect with fellow consultants, Organization Development practitioners, leaders, and HR-professionals
- exchange insights, tips, and learn from different cultures and cases
- submit your case and develop it by learning what others would do
- practice Positive Leadership (for yourself and others)

Consultant certification and OCAI partnership

The Culture Change & Leadership Workshop is a certification course for aspiring partner consultants of OCAI Online. We can refer prospects to colleagues that we have trained in this workshop and partner consultants receive a discount when using the online assessments. Send us an email to learn more about becoming our partner.

Yes!

You can guide change, too!

Cancellation Policy

Cancellation is not possible. If it is necessary to cancel, please send someone else in your place. We count on you when you enroll to contribute to the group and we keep the group small to ensure quality.

Equipment requirements

You need a computer with a camera and audio. You are required to turn your camera on and join the live sessions with video on. The live sessions take place via Zoom. Recording of these sessions is not allowed.

Online workshop, next dates:

11-13 March 2024
7-9 October 2024

If you want to join the next workshop, you can register online.

Enroll today!

[Go to the webpage](#) and click the Add to Cart button to enroll in the next workshop and pay online. Your seat is secured!

> Registration for a workshop at a later date than the next available date is possible when you send us an email via the contact form.

Please [invite Marcella Bremer on LinkedIn](#) so we can reach you. Too often, emails end up in junk folders. We will invite you to the private workshop LinkedIn group and give you access to the online curriculum and invite you to the Zoom sessions by email.



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Who is Marcella Bremer?

Marcella is an author, and culture & change consultant. She has a MScBA degree from Rotterdam School of Management and is awarded as one of the Top 30 Global Gurus on Organizational Culture. She published two books about Culture, Change & Positive Leadership. With Marcel Lamers, she founded the online Positive Culture Academy, and OCAI online that offers Cameron & Quinn's validated Organizational Culture Assessment Instrument (OCAI) to organizations all over the world. Marcella's blog is Leadership & Change Magazine.

What do participants say about this workshop?

"Marcella has a wonderful way of engaging with her audience and brilliant insight and expertise around changing organizations culture which she shares in a tangible and enjoyable way. She created an excellent learning environment, bringing together people from many different countries. She is very passionate about this subject and the work she has done. If you need to change culture then I would strongly recommend you talk to Marcella" - Simon Moran, Change & Co

"This is a transformative workshop equipping you to exert the leadership qualities that are now required. A gift to humanity." - **Claude Emond, management consultant, Canada**

"An organization survives through its people. So, understanding culture is essential for all leaders. This workshop gets you there." - **Karen Miller, executive Middlebury University, USA**

"Recommended. Great balance between practice and knowledge." - **Jordi Jubells, engineer, Spain**

"This workshop is a fabulous way to immerse yourself in culture, change, and positive leadership. I found collective wisdom by engaging with others and inspiration to take this work into the world." -

Colleen Leclercq, management consultant, South-Africa

"A enlightening experience with a great group aligned through profound shared values." **Charlotte Goudreault, Coach in Agile Project Team Management, Canada**

"A valuable use of my time: a very powerful workshop." - **Michael Noble, medical laboratory consultant, Canada**

"High added value due to the presence of lots of practical experience and theoretical knowledge." - **Jelle Siaens, lead auditor, Belgium**

"Great think tank and pooling of the innovative ways to move forward." - **Robyn Calvert, executive coach, South-Africa**

"A refreshing opportunity to learn about and experience positive change and leadership, reinforcing the power of each one of us to contribute to the greater good." - **Jenny Hoffman, management consultant, Australia**

"Interactive, with the right pace and amount of theory." - **Cees van 't Wout, interim manager, Netherlands**

"This workshop brings together a wealth of experienced professionals from all over the world so we all learn from each other. The workshop provided valuable learnings and it will help immensely in my consulting business." - **Jo Fraser, OD consultant, Australia**

"Fun, engaging, inspiring" - **Anjali Fox, executive consultant, USA**

Yes!

You can guide change, too!

Enroll today! Don't miss this and [secure your spot now.](#)

