

Organizational Culture Change: Video Training

Unleash your organization's potential in Circles of 10

OCAIonline

How to make change work this time?

Learn how to utilize the Organizational Culture Assessment Instrument (OCAI) as a starting point for successful change. From rolling out the survey to Change Circles of 10 coworkers... engage your organization's potential!

Make a difference! We have two video trainings for you: the basis OCAI Video Training and the additional Leading Successful Change videos. Order them separately or **in a great package deal**.

Many organizational change projects do not deliver promised results because their approach is too abstract.

Here's the new approach: engage people and utilize the "sticky part" of culture to make change personal, pragmatic and focused on specific behaviors in circles of 10 coworkers.

Based on the book: "Organizational Culture Change - Unleash your organization's potential in circles of 10" by Marcella Bremer.

OCAI Video Training

Join the basis [Organizational Culture Change](#) Video Training intended for executives, leaders, consultants, HR-managers, and students to utilize the OCAI. After this 12-hour video training you're able to professionally use the OCAI to guide culture change in your organization!

Contents OCAI Video Training:

0. Introduction
1. What is culture & why does it matter?
2. Competing Values Framework & OCAI
3. Comparison of some industry groups
4. Advantages & disadvantages of OCAI
5. Successful change: Necessary conditions
6. Practical choices with OCAI
7. Internal communications
8. Case: Care Center for Disabled people
9. Practical choices for workshops
10. OCAI Workshop: The start
11. OCAI Workshop: Future & Preferred culture
12. OCAI Workshop: Develop a Change Plan
13. Case: Merger
14. Culture types in various expressions
15. OCAI change process: Leadership
16. Different interventions & persistence
17. Positive Leadership: A case
18. Modern desire for Clan & Adhocracy Cultures

Price: \$ 77 or € 57 (VAT may apply in Europe)

Group pricing: Please email the number of participants to receive an offer.

Subscribe to the Video Training using our [contact form](#), please enter your full contact details to receive an invoice and access details.

See next page for the additional video training Leading Successful Change!

Yes!

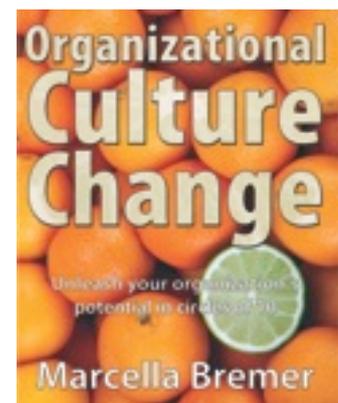
You can guide change, too!

Utilize the Organizational Culture Assessment Instrument at <http://www.ocai-online.com>



A pragmatic book on Organizational Culture, Leadership & Change

Engage and empower everyone to take ownership for and co-create necessary changes....



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Leading Successful Change Videos

"Leading Successful Change" offers you 5 inspirational and insightful lectures stuffed with real cases and examples that you can utilize right away!

These videos were recorded during the 2-day workshop in front of an audience. Based on the book "Organizational Culture Change: Unleash your Organization's Potential in Circles of 10", Marcella Bremer will guide you through the "Change Circles of 10"-approach of successful change.

This approach:

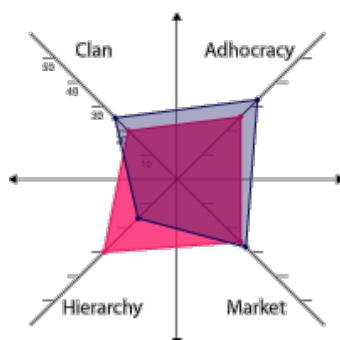
- * includes everyone in Change Circles,
- * engages and empowers people to
- * co-create the change that will work for them.

Build trust and foster dialogue and engagement, while you focus on specific behaviors and on what is working well. Learn to develop your coworkers and organization toward a **great place to work**: ready for change and future-proof!

Contents Leading Successful Change:

4 hours of video lectures based on the latest theories and practices:

1. Why does Organizational Change often fail - and how does it succeed?
2. What is Organizational Culture and why does it matter in Change?
3. How to use the Competing Values Framework in Change?
4. How to guide Change with Change Circles?
5. How to utilize Viral Change and Positive Leadership?
6. How to focus on personal behaviors and support in the Change Circle?



Last but not least, we added our Webinar on Leading Change with Culture. This is a nice overview of Leading Change in 1.5 hours.

Enroll Today

Price: \$ 97 or € 72 (VAT may apply in Europe)

Group pricing: Please email the number of participants to receive an offer.

Package Deal for both trainings

Price: \$ 127 or € 87 (VAT may apply in Europe)

Send us an email through the contact form and include your contact details (name, postal address). We'll send you an invoice - you pay with PayPal - we'll send you your access codes!

Enroll today and get ready to make a difference at work!

Check out <http://www.ocai-online.com>

The validated Organizational Culture Assessment Instrument by Cameron & Quinn - your online starting point for organizational culture change!

- * OCAI One: free trial version for individuals
- * OCAI Pro: the professional survey account for teams - with work kit to guide workshops
- * OCAI Enterprise: survey account for organizations with work kit to guide change
- * OCAI Video trainings: read this flyer!
- * Organizational Culture Change: the practical book with cases and how-to-tips
- * Culture Change Leadership: 2-day live workshop
- * Consultancy: online or onsite

Competing Values Framework

Your current and preferred culture consist of 4 archetypes of culture, mapped in the CVF

