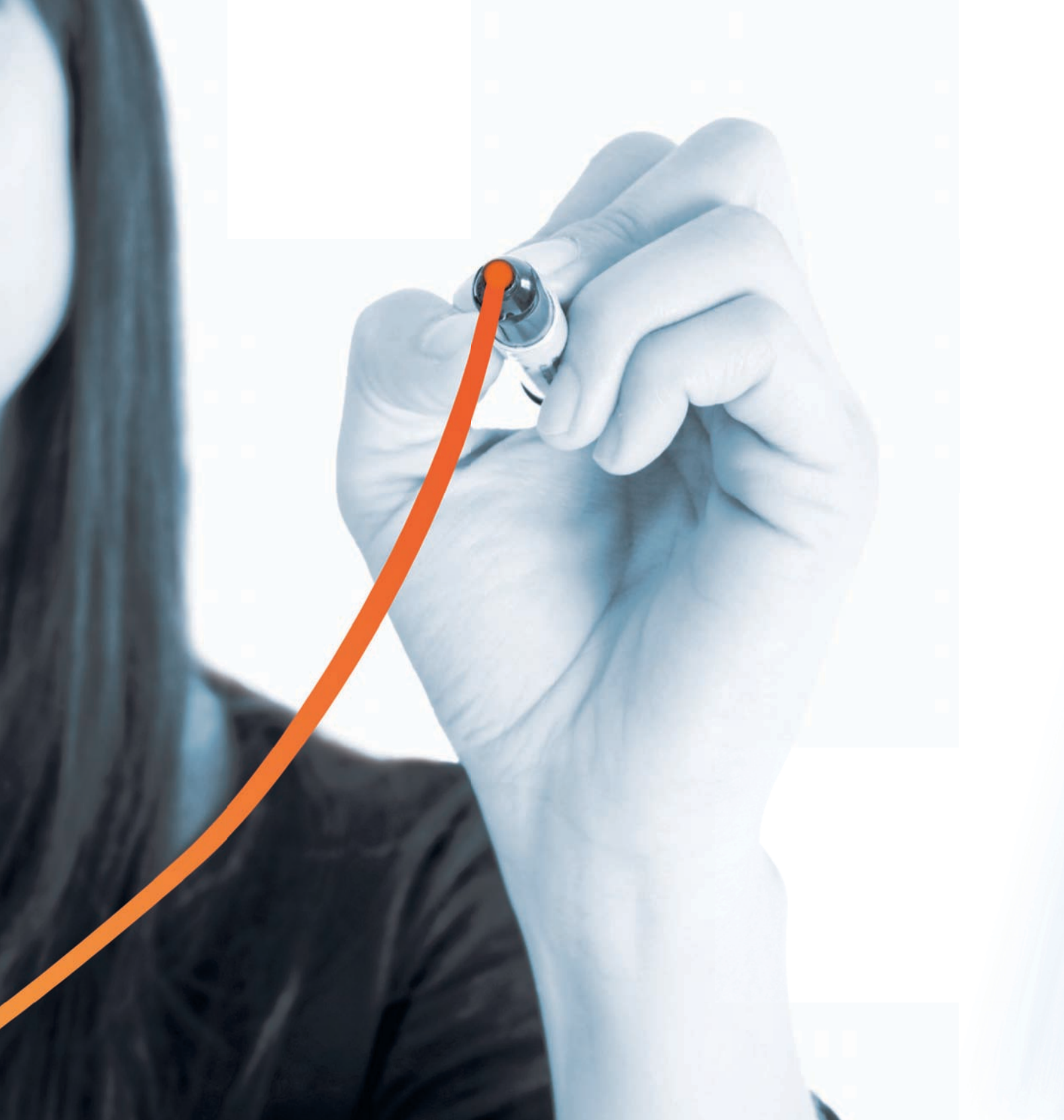




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culture change



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what is culture?

'Culture' is the DNA of your organisation. It dictates how your employees behave, communicate, interact & how they perform in their jobs. Aligning your culture with your strategic objectives is vital to business success. Indeed, some commentators have opined that

'Culture eats strategy for lunch'.

As leaders in thinking & practice in this field, Blue Edge uses cutting edge psychological techniques to help clients define & implement a 'fit for purpose' culture that will drive up **effectiveness & employee engagement.**



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our offering

culture assessment

Effective change starts with an accurate assessment of current versus desired future culture. Our objective assessment of organisational culture helps organisations to pinpoint areas of strength & weakness, providing a razor sharp focus for culture change.

culture change

Our organisational culture change programmes use cutting edge techniques to overcome resistance to change & achieve lasting positive business results whilst maintaining/enhancing staff engagement.



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programme overview

Our culture change programmes typically follow the logic of Kotter's staged process:

Step 1: Establish business context & business case

Step 2: Create the 'vision' (building the model of future culture in partnership with you)

Step 3: Assess the current culture

(using qualitative & quantitative techniques)

Step 4: Plan for & communicate change (Head, Heart & Hands system)

Step 5: Change interventions (leadership behaviour, process change & embedding techniques)

Step 6: Re-assessment of culture & further embedding of changes



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our clients

Examples of our culture change projects include:

- **Cultural transition** from Royal Ulster Constabulary to **Police Service of Northern Ireland**, including training for thousands of police officers
- **Cultural integration** of newly acquired international businesses into the **Orange** 'way of doing things'
- **Cultural change** programme to create a high performance delivery organisation for **Crossrail**
- **Cultural integration** and smooth co-location of two command HQs for the **Royal Air Force**
- **Cultural assessment** for an HR shared service team at **Royal Mail**, resulting in a potential £4M saving

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