

Oakes

Culture Renovation

The proven blueprint for seizing the competitive edge with smart, well-managed culture “renovation” Culture Renovation explains why efforts to transform corporate culture nearly always fail and identifies 18 proven leadership actions for turning any culture into a driver for long-term success. It’s all about keeping what works—and changing what needs to be changed—much like renovating a home. CEO of the world’s leading HR research firm, i4cp, Kevin Oakes delivers tangible, tactical insights drawn from a robust data set and informed by CEOs and HR leaders at the world’s top companies. You’ll find everything you need, including:

- Three phases, and 18 action steps, to architecting the change you want to see
- Practical insights and examples from T-Mobile, F5, Microsoft, Ford, 3M, Zumiez, and other cutting-edge companies
- The traits of a healthy corporate culture
- Proven ways of managing your new culture for long-term success

Specific actions include identifying influencers and blockers; measuring, monitoring, and reporting progress; clearly communicating that change is coming; ferreting out skeptics early in the process; providing training on desired behaviors; and making onboarding about relationships, not red tape. Rely on Culture Renovation to plan, build, and maintain a corporate culture that drives growth and profit now and well into the future.



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