



Change is the only constant.

Heraclitus

“ quote fancy



Gamifying Culture Change

What is your company's culture strategy?



Transformations

Adapting the current culture to another (better fitting) one, based on changing market conditions, disruptive strategies, or new leadership



Mergers

Integrating two (or more) organisational cultures, by clarifying the joint direction, and engaging employees to smoothen the unification of entities

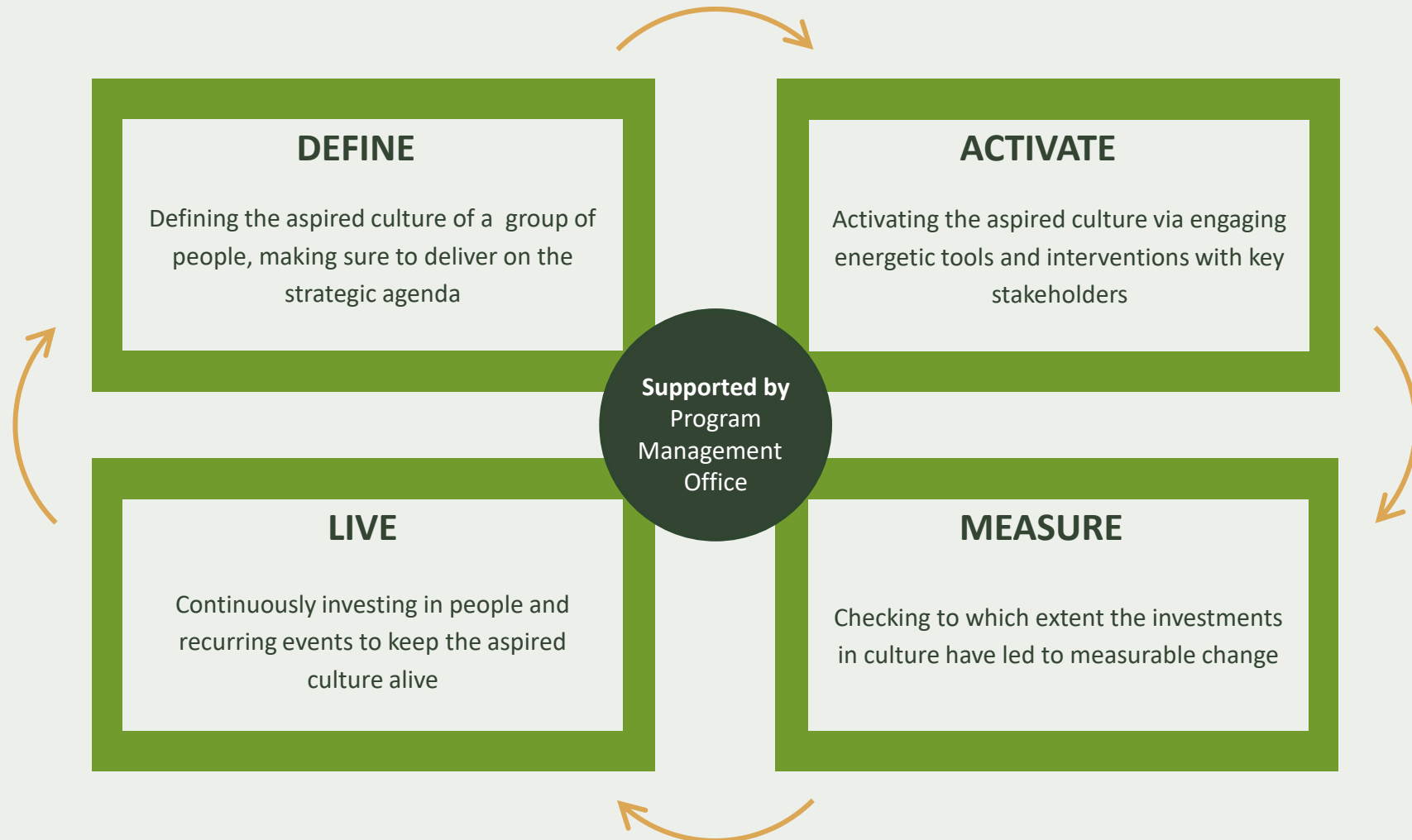


Maintenance

To grow the company, one needs to maintain, nurture, enrich or repair the current one to ensure it stays inspiring enough to bring the strategy to life



Changing your culture follows an **inclusive, integral** and **practical** approach



The roadmap game revolves around a carefully selected set of best practices

DEFINE

1. Values
2. Start-up toolkit
3. Behaviour Brand
4. Guiding Principles
5. KPIs & Reporting
6. Office redesign
7. Comms. plan (incl. 'why')
8. Competencies
9. Purpose / mission
10. From-to guidelines

ACTIVATE

1. Leadership Summit
2. Culture Kick-Off
3. Storytelling
4. Peer Learning
5. Values Weeks
6. Visible actions
7. Skip level meetings
8. Project alignment
9. Activation campaign
10. Do's and don'ts

MEASURE

1. AWAR
2. Culture Alignment Framework
3. We vs. Me
4. Performance & Behaviour
5. Culture Audit
6. Truthful Wall
7. Values 360
8. Engagement / e-NPS
9. Voice of the customer
10. Sharing of bright spots

LIVE

1. Quarterly Inspiration Cycles
2. Personal Development Plans
3. Reversed Mentoring
4. Psychological Safety
5. Local Roadmaps
6. Awards show
7. Lunch & learn
8. Department hopping
9. Golden rules
10. Office fairies

The 4-6hr game is best played with players coming from Strategy, Comms and HR

Strategy



(Internal) Comms



HR / People



Mainly to connect corporate and culture strategies

Essential for most services, and Define & Measure in particular

One to two players overseeing Strategy and Transformation

Mainly to connect external and internal identity & messaging

Essential for most services, and Define & Activate in particular

One to two players overseeing comms (internal mainly)

Mainly to connect corporate to the business

Essential for most services, and Activate & Live in particular

One to two players overseeing HR (corporate and business)

Note: which functions and people to involve, depends on your situation; together with you we will come up with an effective gameplay composition

The game is a **centre piece** in the culture change approach

- Participants spend six hours¹ by going through ~40 formats and complementing them based on their own experience
- By playing the roadmap game participants get an idea of what needs to happen for the coming one to two years, specified per quarter
- The game creates understanding of other perspectives, facilitating a rich discussion that would otherwise not have taken place
- The game plays a crucial part in co-creating the approach for the Define, Activate, Measure and Live stages

"It gave us the necessary structure"

"Culture change made tangible"

"It provided us with a (change) vision beyond the obvious (values)"

"A great mix between theory, practice and case studies"

- Management Team of one of InspiringPeople's clients



Total time investment of ~one day per participant, from intake to implementation plan

	Up to one week before	T.b.d.	One week after
			
Activity	Intake interview	Roadmap game	Implementation plan
Composition	Individual	Group	Group
Duration	30 minutes	6 hours	45 minutes
Objectives	Get to know, and preselect game cards	Co-create a roadmap, and discuss culture	Validate roadmap, and commit to next steps

In short, the result of the game is a **common language and understanding** (and a roadmap of course)

What you will be doing:

- You will go through the four steps of culture change (define, activate, measure, live)
- You will use building blocks to make a complex topic simple(r)
- You will get to enjoy a structured approach to make or keep your organisation inspired
- You will interactively and iteratively plan how to change your organisational culture

What you will get out of it:

- A team that speaks one language when it comes to the culture programme
- A team that is aligned on the different steps the company needs to take and when
- A presentation with the results and suggestions for concrete next steps
- A proposal on how we could start working together to implement the roadmap





Appendix

Brief introduction to InspiringPeople

Appendix to Gamifying Culture Change



InspiringPeople

Create a more inspiring business world
by working on mindset, culture and behaviour
in a very practical way.

Bring strategies to life



InspiringPeople is the largest European Company Culture Platform, with 100+ consultants in 10+ countries



All of IP's company culture work creates maximum engagement, independent of industry or challenge ...

Construction



A European construction company with 16k employees needed to reinvent itself. Our inclusive approach saw over 4k employees actively contribute to shaping the company's values, participate in workshops, and propel the strategy, while increasing employee engagement.

Luxury Brand



A global luxury brand with 25k employees was in difficulty on its European change strategy. We carried out an extensive diagnosis, using culture as a key lever of change and unity, then further deployed major initiatives in ten different countries with maximum impact and success to align strategy with culture.

TelCo



A global TelCo with 60k employees, was overhauling its business model and organisation, including reducing the workforce by more than 30%. Our inspiring approach involved 25k employees in creating actionable and measurable results, while simultaneously increasing employee engagement.

Engineering consultancy



A global engineering consultancy firm with 6k employees was implementing its strategy with a strong focus on adaptability. Our creative bootcamp approach transformed all 400 managers into great story tellers, who in turn engaged their teams through workshops, where best practices were exchanged globally.



... proving its value across companies & geographies ...



... because not only is making it engaging more fun, it's also better ... it's that simple

30%

less burn-outs

33%

more operating profit

39%

more new clients

45%

more productivity

51%

less staff turn-over

65%

more retention

66%

less absenteeism

200%

more shareholder dividends

300%

more innovation



1: Meta-analysis of different sources, including McKinsey, Gallup, Gartner, Aon Hewitt, top-quartile compared to bottom-quartile

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