

# € TRAINING

Building Organizational Culture



2 - 6 February 2025  
Dubai (UAE)



# Building Organizational Culture

REF: M2529 DATE: 2 - 6 February 2025 Venue: Dubai (UAE) - Fee: 4400 Euro

## Introduction:

This training program offers a comprehensive approach to cultivating a positive and effective workplace environment. It equips individuals with the knowledge and tools necessary to build a strong and aligned culture that supports organizational goals and fosters employee engagement and success.

## Program Objectives:

At the end of this program, participants will be able to:

- Understand the concept of organizational culture and its significance in achieving organizational goals.
- Identify the key elements that contribute to a positive organizational culture.
- Develop strategies to assess and analyze existing organizational culture.
- Implement techniques to effectively communicate and reinforce desired cultural values within the organization.
- Foster an inclusive and diverse culture that values the contributions of all employees.
- Recognize the role of leadership in shaping and sustaining organizational culture.
- Create action plans to address cultural challenges and drive continuous improvement.

## Targeted Audience:

- Leaders.
- Managers.
- Human resources professionals.

## Program Outlines:

### Unit 1:

#### Understanding Organizational Culture:

- Defining organizational culture and its significance in shaping workplace dynamics.
- Exploring the elements that contribute to organizational culture, including values, norms, and behaviors.

- Identifying different types of organizational cultures, such as hierarchical, clan, adhocracy, and market cultures.
- Understanding the impact of organizational culture on employee engagement, productivity, and retention.
- Examining case studies of organizations with strong and weak organizational cultures.

## Unit 2:

### Assessing Current Organizational Culture:

- Conducting cultural assessments and audits to evaluate the existing organizational culture.
- Gathering feedback from employees through surveys, interviews, and focus groups.
- Analyzing cultural artifacts, symbols, and rituals to understand underlying cultural norms and values.
- Identifying cultural strengths and areas for improvement within the organization.
- Using diagnostic tools and frameworks to assess cultural alignment with organizational goals and strategies.

## Unit 3:

### Defining Desired Organizational Culture:

- Clarifying the desired values, beliefs, and behaviors that align with organizational goals and objectives.
- Articulating a compelling vision for the desired organizational culture.
- Involving employees in the culture-defining process to foster ownership and commitment.
- Developing cultural artifacts and symbols to reinforce desired cultural norms and values.
- Creating a cultural roadmap outlining specific initiatives and actions to achieve the desired culture.

## Unit 4:

### Cultivating Organizational Culture:

- Leading by example and modeling desired cultural behaviors at all levels of the organization.
- Communicating the importance of organizational culture and its alignment with strategic objectives.
- Implementing cultural initiatives and programs to promote desired behaviors and values.
- Providing training and development opportunities to empower employees to embody the desired culture.
- Recognizing and rewarding behaviors that exemplify the desired cultural attributes.

## Unit 5:

### Sustaining and Evolving Organizational Culture:

- Establishing mechanisms for ongoing culture monitoring and feedback collection.
- Conducting regular culture assessments to track progress and identify areas for adjustment.
- Addressing cultural gaps and challenges through continuous improvement efforts.
- Fostering a culture of adaptability and resilience to respond to changing internal and external dynamics.
- Celebrating cultural milestones and successes to reinforce the organization's commitment to its values and purpose.