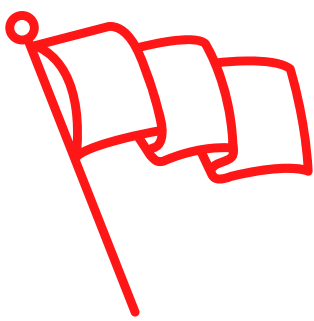
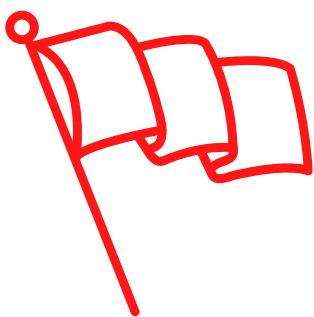


THE RIVER WAY: CULTURE CHANGE

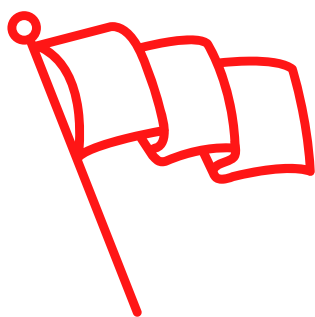
SIGNS OF A CULTURE IN TROUBLE



It is challenging to implement any strategic change.



People, especially leaders, protect their position at all costs.



Decision-making is unusually slow.

WHAT TO DO

DIAGNOSE BEFORE TREATMENT

Transformational leaders understand that change requires diagnosing the organization's:

1. Readiness for transformation
2. Existing health

Engaging other leaders during this time builds consensus and commitment to the work.

ASSEMBLE THE RIGHT LEADERS

1/3 will believe in the "new world"

1/3 will resist. Remove them.

1/3 will be on the fence. Task your believers with engaging this group--bring them on the journey.

DIALOGUE ENABLES CHANGE

Communication, furthermore "Conversational Leadership," is the core of culture change.

It encourages discussion and builds trust.

Communicate in a way that makes what *will* change and what *will not* unambiguous.