

Culture Transformation: Developing a virtual and mobile (hybrid) working culture

Target group:

- To be defined: Team, department or the organisation as a whole
- Crucial: Leadership needs to push this initiative and act as role models

Exemplary process:

1. Orientation phase
2. Co-creation and development of targeted working culture to best meet current and future stakeholder expectations
3. Exploration of (formal) organisational conditions to foster desired behaviours
4. Design of transformation architecture and interventions
5. Implementation / test and transfer phase
6. Continuous learning and reflection loops and adaption of process

Interventions and methods we use:

- Short impulse workshops to raise awareness and ignite passion for the desired culture transformation
- Building a small core stakeholder project group representing the whole team/ department/ organisation, to develop desired behaviours and competencies, and exploring organisational conditions fostering desired change
- Shadowing team meetings or workshops (often revealing important patterns) and providing appreciative and constructive feedback
- “Pioneer or ambassador community” to coach leaders and peers volunteering to model desired behaviours (digital pioneers, mobile or hybrid work ambassadors ...)
- Train-the-multiplier programmes to inspire, connect and develop internal multipliers to share their knowledge in an innovative and interactive way with their peers, for example with “How to facilitate interactive online events”
- Social online communities to share best practices, to network, support one another, inspire, co-create, build and manage knowledge
- Reverse mentoring: digital or mobile work natives sharing their expertise with curious and motivated more senior employees
- And many more...

Benefits:

You will...

- win the war for talent by offering flexible and mobile working solutions
- develop a shared and living virtual and mobile (hybrid) working culture
- reduce your CO2 footprint and travel expenses
- standardise and harmonise virtual collaboration competencies across the organisation
- build a psychologically safe learning culture where people support each other and “failing forward” is an essential way of learning
- work towards a learning organisation via constant knowledge transfer through peer learning
- easily combine employee engagement and participation with busy working days (brief interventions, no travel time and no further expenses due to virtual formats)

We will be happy to provide you with further details!

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