

Organizational Culture & Leadership

Key Vehicles for Employee Engagement and
Superior Business Outcomes

What is Culture? What is Leadership?

What is culture?

noun.

Culture is a **result** of the various behaviors, values, structures, and processes that are **supported** or **discouraged** within an organization.



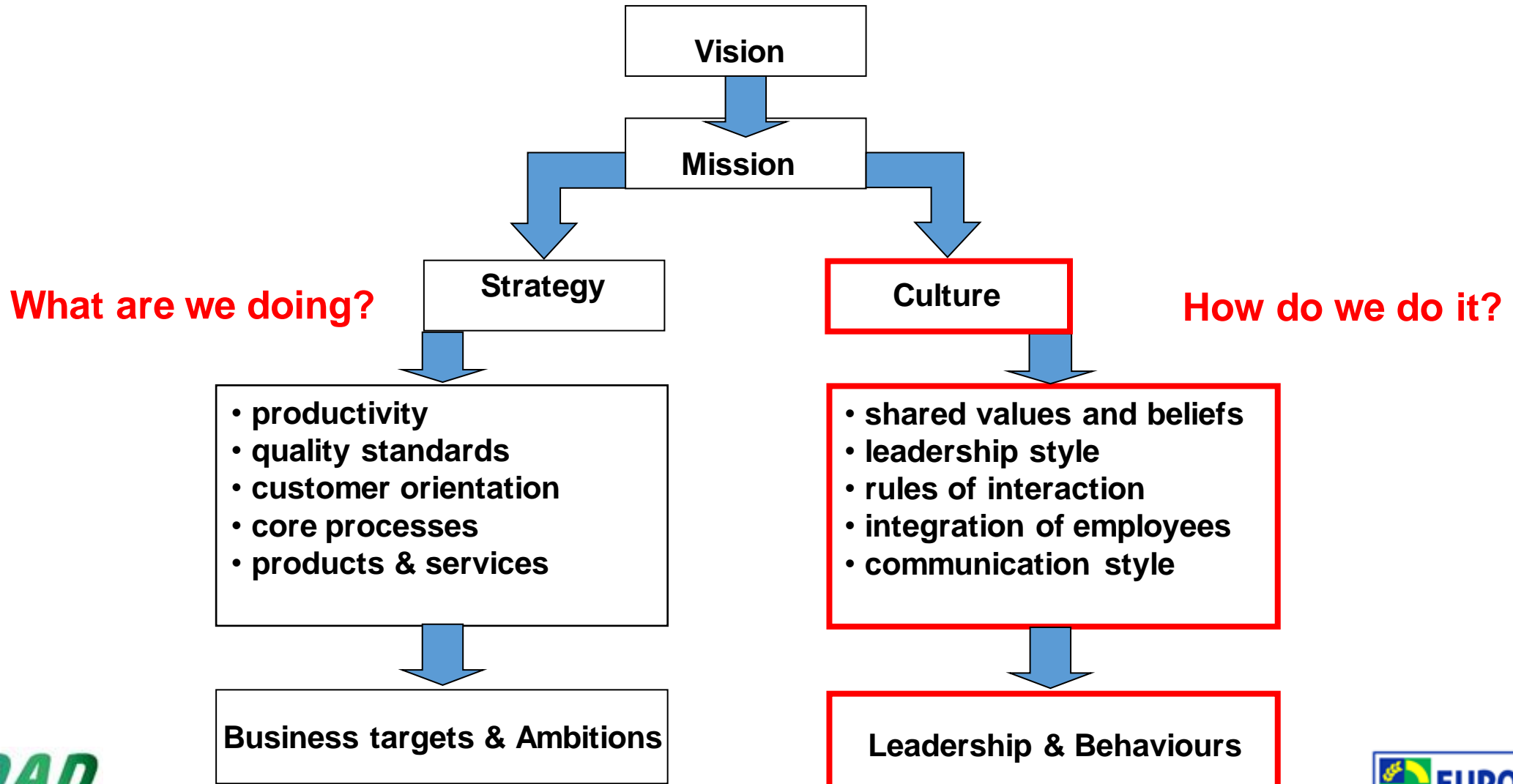
What is leadership?

noun.

Leadership is the ability of an individual or a group of individuals to influence and guide followers or other members of an organization.



Do we need a vision, mission and a strategy to drive results and outcomes?



Cultural change & Leadership program organization's needs and outcomes

Need: A **healthy and coherent organizational culture**, that will support the implementation of the strategy, has been recognized as a **key element for the success of our organization** and developing best **managerial and leadership skills**, having an **alignment on the practices within the organization**.

Solution: Set up the basis of a **healthy organizational culture, aligned with the values and strategy** of the group, **creating clarity** in the organization on the vision, mission, strategic directions, desired and toxic behaviors, developing managerial and leadership knowledge for all managers in the organization.

Timeline and audience: **December 2020 – June 2021** for the program and **ongoing until December 2025** for the implementation; 20+ managers involved in the program; deployment throughout entire organization.

Outcomes: Definition of vision, mission, strategic direction, objective, desired and toxic behaviors; **improvement in employee satisfaction** year over year, **increase of business by 10% year over year**.

The logo features the word "ROAD" in a large, bold, green font with a blue motion blur effect on the left side. Below it, the words "TO EXCELLENCE" are written in a smaller, blue, sans-serif font.

ROAD
TO EXCELLENCE

Thank you ;-)