



Keys to Changing the Culture of Your Workplace

April 26, 2022 | 9:00am-11:00am
Zoom

It doesn't take a tragedy (or a global pandemic) to change the culture in your workplace, it simply takes repetition and consistency to get results. Change can be difficult and scary for some creating issues based on unknown factors. For others, change is like a welcome friend. The culture of your company really depends upon you. Companies must start with the end in mind: What specific kind of culture do you imagine for your business? What are the results you want to accomplish? Do you know what resources are needed and what risks are you willing to take? It requires a deep commitment by ownership and management to get input from everyone—(wait, did I say “everyone”?—YES!) so that buy-in exists. The team then needs to evaluate where they are and determine what policies and business practices exist now that will assist or create obstacles to the culture they want to achieve.

Once a plan is created, metrics must be set to measure each phase so you know how you're doing along the way. Know that you can accelerate the process, and often effective steps to changing the culture is aimed at people clearly understanding the plan. Small steps. Clear communications. Measurable results. This will keep you moving forward with deliberate consistency. This class will help you understand how to:

- Accelerate the process of making change happen
- Minimize the potential negative effects 'change' can have on productivity, morale, and collaboration
- Turn resistance into commitment and inspire team members to take ownership of change
- Everyday engagement to help your team achieve teamwork
- If you want a culture that thrives, understanding—combined with consistency and flexibility—is key!

Instructor: Susan Hileman, Founder, Red Day Communications

Susan Hileman, Founder of Red Day Communications, has spent more than 25 years serving manufacturing; the last 15 years as a Strategic Business Advisor for the NWIRC. She is a graduate of Clarion University with degrees in Business Management and Speech Communication, a certified John Maxwell Group Team member, and trained in DISC Behavioral Profiling. Susan is a veteran of the U.S. Air Force.



Cost - \$149

Early-bird discount available

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**For more information or to register: www.nwirc.org/events
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