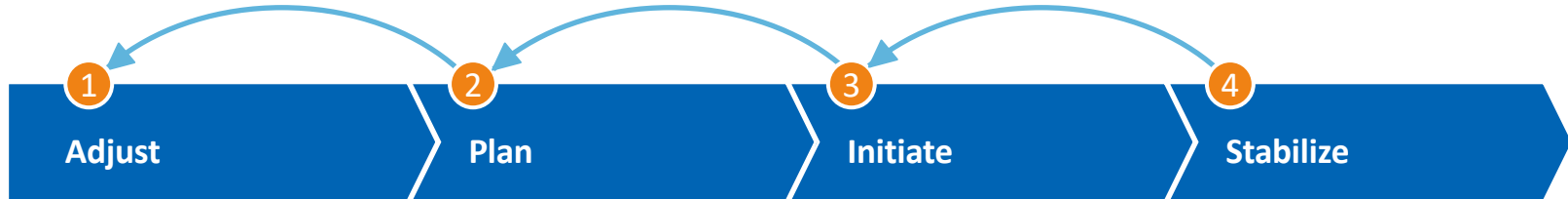


The 4-phase model of cultural change

Iterative und co-creative process



a Diagnosis of action:
Data analysis, surveys, focus interviews, focus groups

b Stakeholder analysis:
Target group definition and FROM-TO definition

c Top team alignment:
Selection of top team and implementation of top team process

a Interventions:
Along the 4 determinants of the BCM

b Change story:
Definition of the core messages

c Change agents:
Building a network

d Project management:
Project plan, project members and controlling

a Initiate actions:
Prototypes, piggybacks and symbolic actions

b Communication:
Events, electronic and print communication

c Workshops:
Process and Methods

a Anchoring in line organization:
E.g. in the HR processes

b End of the Project:
Incl. celebrations of successes

c Evaluation and documentation:
Incl. knowledge management

d Long-term stabilization:
10 000 miles check