StratejiCo.

Cultural Transformation

Companies are forced to **develop new strategies** and to change their structure when they face changes within the markets, consumer expectations, and new regulations. But these changes should be compatible with the company's strategy and structure in order to be successful. This process usually requires a **{cultural transformation}.**

What is at stake?

As StratejiCo., we strongly believe that the organizational culture **"eats strategy for breakfast"**. According to our experiences, any change which is done without understanding **{'Strategy – Structure – Culture'}** balance and not focusing on the 'humans', who are expected to display the high performance, will be deficient.

What do we promise?

Since it is hard to apply a full **{cultural change}** at once, starting by changing the behavior is a more efficient way. Changing a specific behavior also means changing people, incentives, performance management, and organization structure.

Understanding and managing the behavioral change is in the public and private sectors' agenda. R. Thaler, who won the Nobel prize in 2017, articulates the **'Nudge method'** which is mainly based on the idea that human behavior can be more easily shaped with emotional nudges. Strengthening and consolidating new behaviors is a must.

How do we help?

The first step for **managing cultural change** is observing and understanding your organization's current culture. It's about deciding which values fit best for your strategies and structure. Trying to become completely something else holds a risk of losing your most valuable things: your freedom and unique identity.

So, our first stage consists of a detailed 'Listening'. At this stage, surveys, detailed interviews, workshops, focus groups are used. We determine not only the current behavioral sets but also the demanded sets and abilities. Then, we develop a strategy in order to fill the gaps between these two situations, we create projects and apply them.