



A face-to-face programme by **The Culture Factor India**

# THE ORGANISATIONAL CULTURE

## CERTIFICATION PROGRAMME

Organisational Culture as a tool of management and change

### LOCATION

Bangalore, India

### DATE

February 14-17, 2024

## MENU

---



P. 3 About the certification



P. 4 Modules



P. 5 Organisational Culture Scan



P. 6 Your team of master trainers



P. 8 Registration and Price

## FROM STRATEGY TO CULTURAL TRANSFORMATION

Culture is at the heart of every organisation, yet it is often forgotten.  
We define Organisational Culture as

“the way in which members of an organisation relate to each other, their work and the outside world in comparison to other organisations.”

Organisational Culture can either enable or hinder an organisation’s strategy. This certification programme will fully equip you to guide your client towards aligning Organisational Culture and strategy, supporting them getting closer to their goals.

## ORGANISATIONAL CULTURE CERTIFICATION PROGRAMME

This intensive certification programme is designed for managers and internal and external consultants interested in using Organisational Culture as a tool for management and change.

You will leave the course knowing how to:

- use the Multi-Focus Model™ to analyse the culture of an organisation,
- run Organisational Culture Scans,
- conduct Organisational Culture Workshops,
- guide your client to identifying their Optimal Culture.

The expected time commitment during the certification programme is of at least 38 hours of live sessions and 40 hours of personal work including the successful completion of the homework agreed upon at the end of each session.

## TESTIMONIAL

“ I needed to complement my job skills with OC elements, and I have been looking for at least a year for the approach that would be the most practical and the most useful for me. I selected Hofstede Insights (now The Culture Factor Group) OC certification after evaluation of several other options, and I was not mistaken. The reasons were obvious and clear in my case – Hofstede Insights has methodology that is very practical and can be converted into concrete set of actions – all for the change. Working with Organisational Change Management for quite some time and having practical approach to it, this was the piece what I was missing, and it just landed perfectly. I had the opportunity to participate in the first virtual OC certification in 2020 and I was a bit concerned, but with Piotr and Egbert as the coaches the experience was great and truly enjoyable. 5 out of 5 stars rating.”

**Sead Borovina**

Culture and Cloud Transformation Experience / Customer Engineer (Consultant) at Microsoft

## MODULES

1

### Kick-off and Introduction

- Get to know your trainers and other participants
- Introduction to the Programme

2

### The Theory

- Understand the link between Organisational Culture and business strategy
- Get to know the Multi-Focus Model

3

### Measuring an Organisation (the Scan)

- Learn how to prepare, set up, and run an Organisational Culture Scan

4

### Culture and Strategy

- Learn how to prepare, structure and deliver the Workshop(s) where the Optimal Culture is defined

5

### Debriefing the Organisational Culture Report

- Learn how to read and analyse the data in the reports available to you
- Learn how to prepare, structure, and deliver the Workshop(s) where you analyse the gaps between Optimal Culture and Actual Culture

6

### Indirect Change

- Learn how to set up a change strategy
- Learn how to interpret and use the tools for Indirect Change
- Learn how to prepare, structure, and deliver the Workshop(s) where the change strategy is set up

7

### Leadership and Direct Change

- Learn how to utilize Direct Change in the change strategy
- Learn when and how Executive Match can be used and applied

8

### Reflections and Q&A

- A voluntary Q&A session following the main programme

9

### One-to-one Coaching

- Review your progress
- Identify potential challenges, ways to overcome them and existing opportunities

WHAT ARE THE DIMENSIONS OF ORGANISATIONAL CULTURE?  
WHAT IS THE BEST ORGANISATIONAL CULTURE TO AIM FOR?  
WHAT ARE THE DIFFERENT TYPES OF ORGANISATIONAL CULTURE?

## ORGANISATIONAL CULTURE SCAN

The measurement of an organisation of your choice will follow these steps:

### Step 1

#### Define the target of the project

Define subcultures and groups - one group is included in the registration fee.

### Step 2

#### Data collection or Defining the Actual Culture

Includes questionnaires about the environment of the organisation. Actual Culture represents the basis for the measurement.

### Step 3

#### Optimal Culture

Optimal scores are defined by management with your support as the consultant. Optimal Culture is the organisational culture that best supports the organisation's strategy.

### Step 4

#### Gap analysis

Based on the analysis, priorities among the gaps between Optimal and Actual Culture are identified. Management decides if the organisation will continue with a change process.

### Step 5

#### The transformation process

Includes application of the change tools.

## YOUR TEAM OF MASTER TRAINERS



### **PIOTR GRYKO**

Master Trainer, The Culture Factor Group

As Senior Partner of The Culture Factor MENA Regional Office, Piotr empowers organisations to develop functional corporate culture, where people operate in synergy one with one another, making the company's mission a reality. Everything he does is about unlocking the existing organisational potential, through utilizing data and predictive analytics to identify the appropriate levers of effective change.

His area of expertise is Organisational Culture, Change and Cultural Transformation, but he also takes advantage of Intercultural Management and Leadership Development tools.

Known for his excellence in building and executing change strategy, Piotr played critical roles in numerous cultural transformation projects within organisations from multiple industries across Europe (e.g., Sweden, Denmark, Germany, Poland, Russia or Greece) and the Middle East (UAE, Kingdom of Saudi Arabia).

### **AKHILESH MANDAL**

Managing Director, The Culture Factor India

Akhilesh delivers business impact to his clients primarily through alignment of business strategy, culture and leadership behaviour. He brings a blend of business insights and people management expertise in his culture advisory services. This has been possible due to his long stint of key general management roles of country and business unit operation in Europe, and India. In his current people advisory role for over a decade, Akhilesh has been engaging with several multinational and Indian organizations in enhancing performance of leaders and organisations, through multiple interventions impacting culture and leadership.



The clientele span diverse sectors including leading banking, financial services and insurance majors, leaders in business process & technology management, e-commerce leader, engineering giants, pharmaceutical and healthcare delivery centres, automobile majors, among others.

In this certification programme, Akhilesh is uniquely positioned to bring in many real-life examples of optimal stakeholder management through culture transformation.

## SANYOGITA KULKARNI

Associated Practitioner, The Culture Factor India

After a thorough academic research on cross-cultural communication during her teaching career, Sanyogita joined The Culture Factor Group. She is certified in Intercultural Management, Organisational Culture and she is also trained to administer Cultural Adaptability Profile Test and to coach executive expatriates.

Sanyogita is extensively trained legal sciences and andragogy.

Her mission today is to unravel the Indian psyche to the world and promote more and more international collaborations in business. She has worked with many leading Francophone organisations and helped them establish in India. A great number of diplomatic and corporate expatriates, along with their families can vouch for her excellence in deeply understanding specific needs of her clients before offering a unique blend of knowledge and know-how in her consulting.

Being a globe-trotter, she has worked with more than 60 different nationalities in the last decade. She combines her astute persona with data-driven services in Organisational Culture, Intercultural Management and Cross-cultural coaching and believes in optimising our powerful analytics to support her consulting.



## YOUR VIRTUAL BADGE AND CERTIFICATE

ACCREDITED PRACTITIONER IN  
ORGANISATIONAL CULTURE

CERTIFIED

CERTIFICATION PROGRAMME



### Become a certified practitioner in Organisational Culture!

After completing the certification programme you will receive a diploma and a virtual certification badge.

As a certified practitioner you will have access to The Culture Factor Group Organisational Culture tooling.



## THE REGISTRATION PROCESS

As a part of the registration process all participants are required to sign a certification Contract. If you would like to review the contract, contact us at [sales@theculturefactor.com](mailto:sales@theculturefactor.com).

You are officially registered for the certification programme once the payment has been received and contract signed.

[You can register for the Organisational Culture certification programme on our website.](#)

## PRICE

	Price	Special Price for Indian residents
Certification in Organisational Culture*	4000 €	290000 INR

\*The Organisational Culture Scan - measurement of one group is included, additional subgroups can be purchased separately.





## OUR EXPERTISE AT YOUR SERVICE

### EFFECTIVE CULTURE SOLUTIONS

We take the time to understand your unique challenges and needs. Rather than offering one-size-fits-all services, we believe in co-creation. You become more than just a client; you are a trusted partner. Together, we develop solutions that are tailor-made to resolve your specific cultural challenges.

### UNIQUENESS

By weaving National and Organisational Culture into our approach, we offer a holistic viewpoint that transcends standard cultural consultancy. Our bespoke solutions align your organisation's values and practices with the specific cultural environments in which you operate.

### FLEXIBILITY

In today's fast-paced world, adaptability is crucial. Our Culture Portal offers real-time access to a treasury of cultural knowledge and data, giving you the flexibility to make informed decisions on the fly.

### RELIABILITY

We are firmly grounded in a data-driven approach, transforming abstract cultural insights into tangible, actionable strategies. With us, you're making decisions based on rigorous data, not assumptions.

### GLOBAL REACH

With a vast network of consultants and specialists stationed on every continent, we deliver a world of perspectives straight to your doorstep. This extensive global footprint empowers us to offer solutions that are finely tuned to local nuances. At the core of The Culture Factor is an unwavering commitment to customer satisfaction, achieved through global excellence.



# The Culture Factor

| GROUP

Consulting | Coaching | Certification | Tooling

Learn more: [www.theculturefactor.com](http://www.theculturefactor.com)  
Contact us: [india@theculturefactor.com](mailto:india@theculturefactor.com)  
or [sales@theculturefactor.com](mailto:sales@theculturefactor.com)