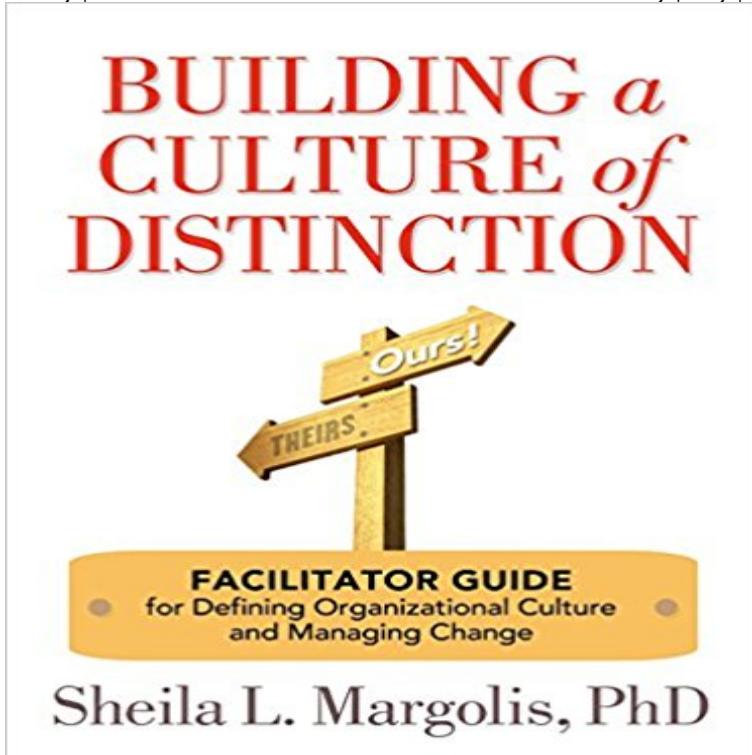


# Building a Culture of Distinction: Facilitator Guide for Defining Organizational Culture and Managing Change



Are you looking for a process to define the culture of your company? Do you understand how organizational culture can make your company more competitive? And once you've defined the culture, do you have a systematic process for alignment so everyone is living the prime principles that will generate success? The Building a Culture of Distinction program answers these culture questions and guides you in the change process. This organizational culture assessment and alignment do-it-yourself Facilitator Guide provides a comprehensive, step-by-step process with activities and tools to define, shape and manage your organizational culture so you can use culture to achieve positive change. This guide is divided into two sections: 1. Section A: Planning the Program includes facilitator materials--definitions; program cycle; implementation steps; tools; sample interview, focus group, and survey questions--to guide the person leading the program. 2. Section B: Conducting the Program contains activities and tools to use with employees to define and shape your culture, audit it for alignment with workplace practices, and create and execute a plan to live the Core Culture principles to generate success. Facilitator Notes are embedded throughout the section to guide your implementation. A companion workbook--Building a Culture of Distinction: Participant Workbook for Defining Organizational Culture and Managing Change--is designed for employees who take part in the program. An additional resource--There Is No Place Like Work--is an ideal introductory reading on the culture concepts. Use this groundbreaking program to infuse a united focus throughout your organization. Make your workplace principle-focused, purposeful and personally fulfilling. Lead the process to craft your organization's culture and facilitate change. Make culture

be the powerful force that drives your business.

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