

# Creating A New Corporate Culture

In a period of mergers, expansion, retraction and acquisition, leaders must create a corporate culture that maximizes individual performance, respect, and accountability if they are to succeed. This course gives leaders the concepts and tools to translate their vision, values, and strategy into concrete expectations and individual behaviors.

## OBJECTIVES

Upon completion of this course, participants will be able to:

- Define the elements of an organizational culture
- Identify the drivers of successful cultural transformation
- Use tools to translate values into specific expectations and behaviors

## HIGHLIGHTS

- How to improve the ramp up time for implementing the "new culture"
- Retaining key talent
- Determining which employees are most likely to succeed in the future
- How measures, recognition and rewards reinforce a culture
- Importance of decision making and communication processes in creating a desired culture
- The link between articulated values and demonstrated behaviors
- Defining the culture through how people relate to each other
- The relationship of culture and politics

## DESIGNED FOR

Executive teams, new executive leadership, human resource professionals



### RECOMMENDED CPE:

2

### PREREQUISITE:

Management experience

### EVENT ID:

CNCC

### COURSE LEVEL:

Intermediate/Advance

### FIELD OF STUDY:

Personnel/HR

### BLI CURRICULUM:

Business Management

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