

Cultural Development

Objective Three

Cultural Development is another way of saying Organizational Development or Organizational Behavior. Each company has its own unique culture.



Typically developed over time and led by its founder, or executive leader at the time. If consistent, the company (its people) will mirror the behaviors and beliefs of the leader. However, what is crucial in the next step of Strategic Growth is making sure that the current culture is in sync with the direction of which the company is looking to go. If the culture for example has been risk adverse in the past, then the culture of the company would suggest that aggressive growth will be met with push-back and an uncomfortableness to doing things otherwise. Strategic Growth comes from understanding the culture of the company currently and recognizing if changes to the culture will be required to move the organization in the growth direction that has been set and established as a targeted goal.

I work to understand and define the often hidden “mantra” of the organization, its sense of purpose and its alignment with its people towards this sense of purpose. I work to define what the overall belief system is that has been developed within the organization as to its collective understanding of the direction and value that the organization brings to the market/customers and its employees. Through this, I work with key leaders and influencers of the organization to begin to develop a culture that will be required for Strategic Growth to happen.

In many cases the foundation is there and just needs reinforcing with tools and programs. In other cases, the company must realize that its current culture is not in alignment with the direction that will need to be taken for it to be successful. We work together to recognize the areas that are inconsistent and develop a Cultural RoadMap for creating beliefs, values and behaviors that are consistent and reinforced throughout the organization.

Contact:

Michael Minailo

michaelminailo@sun2icegroup.com

949.337.9777

I will work to help “bridge the gap” towards creating organizational behavior that is in alignment with the goals of the organization, that help to grow the organization and create additional value for the organization and help to instill an overall feeling and “reward” of achievement for its people.