

TCM GROUP

Putting
People First™



CULTURE CATALYSTS™

A Transformational Culture Development
Programme.

thetcmgroup.com

People
& Culture
Consulting



Introduction

Culture Catalysts™ is a ground-breaking culture change development programme designed by David Liddle and the people, culture, and leadership experts at The TCM Group. It has been thoughtfully designed for people and culture professionals (HR/OD), leaders, managers, and others involved in designing and shaping their organisations' culture.

Participants who attend this programme develop their awareness, knowledge, skills, and strategies for creating and sustaining a transformational culture within their organisation. By applying techniques such as systems thinking, positive psychology, coaching, transformative justice, appreciative inquiry, behavioural science, and principled negotiation, participants learn how to apply David Liddle's unique Transformational Culture Model™ to achieve lasting cultural change. The expert tutors support participants to integrate and sustain a culture which is purpose driven, values based, person centred and high performing.

The Culture Catalysts™ programme is available to be delivered in-house to groups from 6 upwards.



The benefits of becoming a Culture Catalyst?

The benefits of attending this programme for participants:

- ✓ Improves participants skills and capabilities to drive and sustain culture transformation.
- ✓ Develop a cultural change toolkit to help your people to thrive and your organisation to flourish.

The benefits for your organisation:

- ✓ Develop and sustain a happier, healthier and more harmonious workplace which is proven to underpin higher performance and enhanced productivity.
- ✓ Adapt and apply a tried and tested cultural framework which is transforming work by putting people first.

TCM is also the proud recipient of the Change Management Award in recognition of our culture change work in introducing a Resolution Framework™ at TSB Bank.

“Transformational Culture is the tangible model to translate the things we say as an organisation into people’s lived realities on the ground. Through this programme, we won’t just speak of but rather live and breathe the culture that we value.”

MARGARET AYERS, DIRECTOR OF HUMAN RESOURCES AND ORGANISATIONAL DEVELOPMENT AT CANTERBURY CHRIST CHURCH UNIVERSITY.


THE TRANSFORMATIONAL CULTURE MODEL™



The Transformational Culture Model™ offers a blueprint for a progressive culture. It is being used by organisations which are making the transition from good to great, which are experiencing structural changes such as a merger and acquisition and organisations which are tackling a toxic work. It is a blend of interconnected elements which span an organisation's entire ecosystem. It draws upon a range of theories including systems thinking, nudge theory, positive psychology, transformative justice and emotional intelligence.

We use this model throughout the Culture Catalysts™ programme to help support the process of designing, deploying, and sustaining the necessary changes which will deliver a fair, just, inclusive, sustainable, and high-performance organisational culture.



 Find out more at www.theculturecatalysts.com

Duration: 7 hours
Time: 9.30am to 4.30pm

Day 1:

An introduction to Culture Catalysts™ and a transformational culture.

1. Developing a shared meaning and a detailed understanding of workplace culture.
2. Develop a detailed understanding of the principles underpinning a transformation culture (fair, just inclusive, sustainable, and high performing) and David Liddle's Transformational Culture Model.
3. Explore the 3 elements of a transformational culture a) The Transformational Culture Hub, b) the 8 enablers of a transformational culture and c) the 7C's of transformationalism.
4. What is a Culture Catalyst, what do they do, and what benefits do they deliver?
5. What is the Transformational Triangle?
6. Introduce evaluate and apply the theories and models which are used by Culture Catalysts to drive and sustain cultural transformation.
7. An in-depth analysis of the enablers of a transformational culture:
 - The purpose of purpose and the value of values – the key to a world class people experience.
 - Evidence based - Building your transformational culture business case and baseline indicators using the TCM Group's 5D Methodology™
 - Putting the human into human resources - how HR are transforming work by shifting the focus to people and culture.
 - Engage Leadership – an examination of how modern and progressive leadership is accelerating cultural transformation.
 - Redefining Resolution – how transformative justice works and how a Resolution Framework™ delivers fair, just, restorative, inclusive and sustainable outcomes in serious and complex concerns, complaints, and conflicts.
 - How the integration of wellbeing, engagement and inclusion can create a happier, healthier, harmonious, and high performing workplace.
8. Agree reflective practice and actions.

Reflective practice

- Read the course handouts.
- Read David Liddle's book – Transformational Culture
- Undertake an assessment of your readiness for a transformational culture.



Day 2:

Delivering and sustaining cultural transformation – an action plan for Culture Catalysts.

1. Recap from day one and reflective practice.
2. What is the Culture Flow System and how is it applied in cultural transformation?
3. Introduce, evaluate, and apply relevant change management models to support your cultural transformation.
4. Culture mapping using the Transformational Culture Audit (TCA) and TCM's 5D methodology.
5. Understanding and applying the change curve (adapted from the Kubler-Ross grieving process)
6. Building psychological safety into the change process.
7. Using coaching skills to manage and sustain cultural transformation.
8. Planning for real-world cultural transformation:
 - Culture mapping
 - Creating your transformational culture hub including engaging stakeholders and overcoming resistance to change.
 - Optimising the 8 enablers of a transformational culture.
 - Using the 7Cs of a transformational culture to develop and integrate behavioural and leadership capabilities.
9. Measuring and evaluating the impact of your cultural transformation (0-3 years).
10. Confirm next steps and further support/signposting.



Essential reading/resources:

- Liddle, D (2021). **Transformational Culture**. Develop a people centred organization for improved performance. Kogan Page.
- People and Culture website: www.peopleandculture.com
- The People and Culture Association (PCA). www.peopleprofessionals.org

“TCM’s Culture Catalysts course has been an energizing experience, greatly enhanced by the expert facilitation. This has been the best course I’ve attended in some time, with highlights being the plenary sessions and the group exercises with other colleagues. The chance to access valuable materials and have discussions on how to move forward with the insights gained has left a lasting impact.”

GAIL PARRY, DEPUTY HEAD OF OD AND WORKFORCE TRANSFORMATION,
THE ROYAL WOLVERHAMPTON NHS TRUST AND BLACK COUNTRY
HEALTHCARE NHS FOUNDATION TRUST

“I found this course interesting and thought provoking, I loved the expertise of the team and their interactive delivery style. I would highly recommend Culture Catalysts to any people professionals and executives looking to challenge the status quo.”





ZED SHAH, HEALTH LEADERSHIP MODEL 360
FACILITATOR. NHS SOUTHWEST LEADERSHIP ACADEMY




“Attending this course has been an invaluable experience. The course has been both reassuring and reinvigorating, inspiring me to challenge existing cultural norms and confidently embark on meaningful transformation. I particularly appreciated the opportunity to engage in discussions with colleagues from

across the NHS, which brought diverse perspectives to the table. David and Carol were exceptional facilitators, offering clear, insightful guidance throughout the course. Their expertise, combined with the collaborative environment, has left a lasting impression and equipped me with the tools and motivation to drive change.”

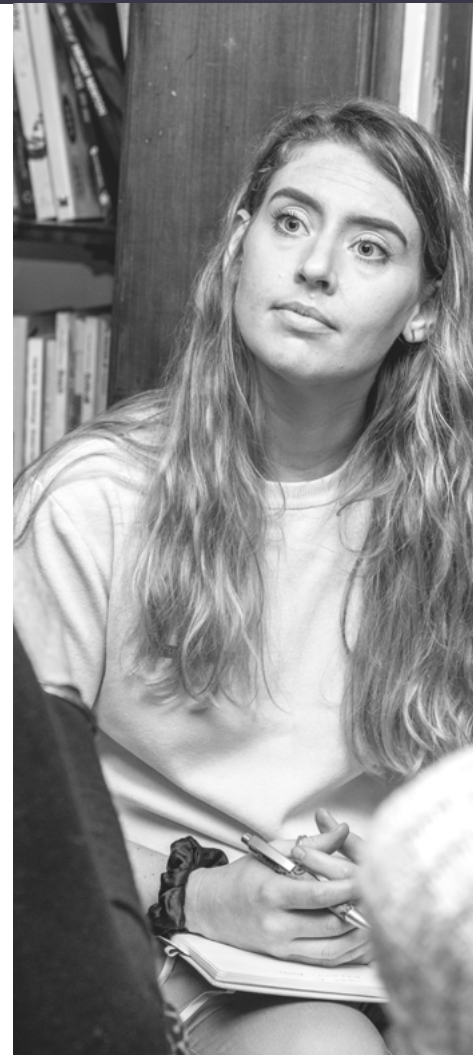
JOSHUA WILLEY, HR PROJECT LEAD. CITY HEALTH CARE PARTNERSHIP CIC

Other courses delivered by The TCM Group

-  **Coaching Skills**
For people professionals and/or managers.
-  **Quality Conversations™**
How to have a difficult conversation with anyone.
-  **HR as Coach and Mediator™**
Core skills for the modern people professional.
-  **ILM Certificate in Leadership and Management**
Levels 2-5.

-  **Engage Leadership**
A modular programme for aspiring / team / departmental / executive leaders.
-  **Routes to Resolution™**
How to integrate a Resolution Framework™
-  **The National Certificate in Workplace Mediation™**
The flagship training for inhouse mediators.

TCM
Academy



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Please contact us for more information:

-  Call: 0800 059 0595
+44 (0)20 7404 7011
-  Business Design Centre, 52 Upper St, London, N1 0QH.
-  Email: info@thetcmgroup.com
-  Website: thetcmgroup.com