



**Macdonald
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The Process of Culture Change

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Leading people is an ongoing process – it is about first creating the culture you want in your group (team) and then maintaining and improving it over time. If the current culture is not what you want, or is causing problems in the effective functioning of the group, then as an effective leader you will do something about this.

This is the process of culture change. In essence there are three key steps which (when applied effectively) are designed to result in behavioural change (a decrease in undesired behaviours and/or an increase in desired behaviours) and a positive culture in the workplace. The steps are:

1. Understand clearly where the current culture is,
2. Define a more desirable culture for the future, and
3. Develop and implement a realistic pathway for achieving that culture.

To help the leader in doing this, there are three tools of leadership: behaviour, systems and symbols.