



A certification programme by Hofstede Insights

THE ORGANISATIONAL CULTURE

CERTIFICATION PROGRAMME

Organisational Culture as a tool of management and change

LOCATION

Pune, India

DATE

October 17-20, 2023

MENU



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FROM STRATEGY TO CULTURAL TRANSFORMATION

Culture is at the heart of every organisation, yet it is often forgotten. We define Organisational Culture as

the way in which members of an organisation relate to each other, their work and the outside world in comparison to other organisations.

Organisational Culture can either enable or hinder an organisation's strategy. This certification programme will fully equip you to guide your client towards aligning Organisational Culture and strategy, supporting them getting closer to their goals.

ORGANISATIONAL CULTURE CERTIFICATION PROGRAMME

This intensive certification programme is designed for managers and internal and external consultants interested in using Organisational Culture as a tool for management and change.

You will leave the course knowing how to:

- use the Multi-Focus Model™ to analyse the culture of an organisation,
- run Organisational Culture Scans,
- conduct Organisational Culture Workshops,
- guide your client to identifying their Optimal Culture.

The expected time commitment during the certification programme is of at least 80% attendance of certification sessions and 40 hours of personal work including the successful completion of the homework agreed upon.

TESTIMONIAL

“I needed to complement my job skills with OC elements, and I have been looking for at least a year for the approach that would be the most practical and the most useful for me. I selected Hofstede Insights OC certification after evaluation of several other options, and I was not mistaken. The reasons were obvious and clear in my case – Hofstede Insights has methodology that is very practical and can be converted into concrete set of actions – all for the change. Working with Organisational Change Management for quite some time and having practical approach to it, this was the piece what I was missing, and it just landed perfectly. I had the opportunity to participate in the first virtual OC certification in 2020 and I was a bit concerned, but with Piotr and Egbert as the coaches the experience was great and truly enjoyable. 5 out of 5 stars rating.”

Sead Borovina

Culture and Cloud Transformation Experience / Customer Engineer (Consultant) at Microsoft

MODULES

1

Kick-off and Introduction

- Get to know your trainers and other participants
- Introduction to the Programme

2

The Theory

- Understand the link between Organisational Culture and business strategy
- Get to know the Multi-Focus Model

3

Measuring an Organisation (the Scan)

- Learn how to prepare, set up, and run an Organisational Culture Scan

4

Culture and Strategy

- Learn how to prepare, structure and deliver the Workshop(s) where the Optimal Culture is defined

5

Debriefing the Organisational Culture Report

- Learn how to read and analyse the data in the reports available to you
- Learn how to prepare, structure, and deliver the Workshop(s) where you analyse the gaps between Optimal Culture and Actual Culture

6

Indirect Change

- Learn how to set up a change strategy
- Learn how to interpret and use the tools for Indirect Change
- Learn how to prepare, structure, and deliver the Workshop(s) where the change strategy is set up

7

Leadership and Direct Change

- Learn how to utilize Direct Change in the change strategy
- Learn when and how Executive Match can be used and applied

8

Reflections and Q&A

- A voluntary Q&A session following the main programme

9

One-to-one Coaching

- Review your progress
- Identify potential challenges, ways to overcome them and existing opportunities

WHAT ARE THE DIMENSIONS OF ORGANISATIONAL CULTURE?
WHAT IS THE BEST ORGANISATIONAL CULTURE TO AIM FOR?
WHAT ARE THE DIFFERENT TYPES OF ORGANISATIONAL CULTURE?

Find all you need to know to start with Organisational Culture at
<https://hi.hofstede-insights.com/organisational-culture>

ORGANISATIONAL CULTURE SCAN

The measurement of an organisation of your choice will follow these steps:

Step 1

Define the target of the project

Define subcultures and groups - one group is included in the registration fee.

Step 2

Data collection or Defining the Actual Culture

Includes questionnaires about the environment of the organisation. Actual Culture represents the basis for the measurement.

Step 3

Optimal Culture

Optimal scores are defined by management with your support as the consultant. Optimal Culture is the organisational culture that best supports the organisation's strategy.

Step 4

Gap analysis

Based on the analysis, priorities among the gaps between Optimal and Actual Culture are identified. Management decides if the organisation will continue with a change process.

Step 5

The transformation process

Includes application of the change tools.

THE REGISTRATION PROCESS

As a part of the registration process all participants are required to sign a certification contract. If you would like to review the contract, contact us at sales@hofstede-insights.com.

You are officially registered for the certification programme once the payment has been received and contract signed.

You can register for the Organisational Culture certification programme on our website.

PRICE

	Price	Special Price for Indian residents
Certification in Organisational Culture*	4000 €	290000 INR

*The Organisational Culture Scan - measurement of one group is included, additional subgroups can be purchased separately.

YOUR VIRTUAL BADGE AND CERTIFICATE



Become a certified practitioner in Organisational Culture!

After completing the certification programme you will receive a diploma and a virtual certification badge. As a certified practitioner you will have access to Hofstede Insights Organisational Culture tooling.

YOUR TEAM OF TRAINERS



PIOTR GRYKO

Master Trainer, Hofstede Insights

Piotr empowers organisations to develop functional corporate culture, where people operate in synergy one with one another, making the company's mission a reality. Everything he does is about unlocking the existing organisational potential, through utilizing data and predictive analytics to identify the appropriate levers of effective change.

His area of expertise is Organisational Culture, Change and Cultural Transformation, but he also takes advantage of Intercultural Management and Leadership Development tools.

Known for his excellence in building and executing change strategy, Piotr played critical roles in numerous cultural transformation projects within organisations from multiple industries across Europe (e.g., Sweden, Denmark, Germany, Poland, Russia or Greece) and the Middle East (UAE, Kingdom of Saudi Arabia).



DAVID MORLEY

Managing Director, Hofstede Insights Australasia

As an in-demand facilitator, coach and consultant, he is known for his ability to get good results in complex environments through the use of a practical and eclectic approach. Projects have ranged from establishing global project teams, supporting mergers and acquisitions and the creation of joint ventures, creation of global and country-level strategy, optimising the way matrix organisations work, and mediation in a global context.

David's experience is drawn from working in international roles with both French and US-headquartered organisations, and across industries as diverse as aerospace, cybersecurity, logistics, electronics, transportation, car rental, mining and resources, insurance, and government. He has led & delivered projects all of the above in countries such as France, Germany, Slovakia, Poland, Austria, Spain, Portugal, Singapore, Hong Kong, Japan, Australia, New Zealand, the US and Canada.

AKHILESH MANDAL

Managing Director, Hofstede Insights India

Akhilesh delivers business impact to his clients primarily through alignment of business strategy, culture and leadership behaviour. He brings a blend of business insights and people management expertise in his culture advisory services. This has been possible due to his long stint of key general management roles of country and business unit operation in Europe, and India. In his current people advisory role for over a decade, Akhilesh has been engaging with several multinational and Indian organizations in enhancing performance of leaders and organisations, through multiple interventions impacting culture and leadership.



The clientele span diverse sectors including leading banking, financial services and insurance majors, leaders in business process & technology management, e-commerce leader, engineering giants, pharmaceutical and healthcare delivery centres, automobile majors, among others.

In this certification programme, Akhilesh is uniquely positioned to bring in many real-life examples of optimal stakeholder management through culture transformation.

SANYOGITA KULKARNI

Associated Practitioner, Hofstede Insights India

After a thorough academic research on cross-cultural communication during her teaching career, Sanyogita joined Hofstede Insights. She is certified in Intercultural Management, Organisational Culture and she is also trained to administer Cultural Adaptability Profile Test and to coach executive expatriates.



Sanyogita is extensively trained legal sciences and andragogy.

Her mission today is to unravel the Indian psyche to the world and promote more and more international collaborations in business. She has worked with many leading Francophone organisations and helped them establish in India. A great number of diplomatic and corporate expatriates, along with their families can vouch for her excellence in deeply understanding specific needs of her clients before offering a unique blend of knowledge and know-how in her consulting.

Being a globe-trotter, she has worked with more than 60 different nationalities in the last decade. She combines her astute persona with data-driven services in Organisational Culture, Intercultural Management and Cross-cultural coaching and believes in optimising our powerful analytics to support her consulting.

OUR EXPERTISE AT YOUR SERVICE

Hofstede Insights has spent over 35 years helping some of the world's largest organisations transform their intercultural and organisational challenges into business success stories and translating academic research into powerful actions.

We offer high quality expert services and solutions in the field of culture and management based on academic research and a wealth of practical experience.



UNIQUENESS

The only organisation offering a combination of Organisational and National Culture expertise.



WORLDWIDE

A worldwide network of expert consultants blend their knowledge with a deep human insight; each brings wisdom born of experience and skilled cultural observation.



EFFICIENCY

Unique expertise in translating scientific knowledge into applicable and concrete business solutions.



FLEXIBILITY

Your reality first! Powerful tailor-made solutions that unleash transformative change.



RELIABILITY

Anchored in rigorous academic theory, our data-driven analysis pinpoints the role and scope of culture in your organisation's success.



SENIORITY

A European organisation, founded in 1985. We have worked with some of the world's largest organisations.



Hofstede Insights

Consulting | Coaching | Certification | Tooling

Learn more: www.hofstede-insights.com
Contact us: sales@hofstede-insights.com