



Culture Change

**How to Implement Sustainable
Change and Drive Higher
Performance**



Cultural Change

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Department of Transport



Department of
Transport

Cultural Change

Sue McCarrey, Deputy Director General Transport



What is Corporate Culture?



Corporate culture refers to the shared values, attitudes, standards, and beliefs that characterise members of an organisation and define its nature

Company culture is the personality of a company and defines what a company, from an employee perspective, is like to work for. Company culture includes the company mission, values, ethics, expectations, goals, and work environment

What is Corporate Culture?



**It is the way we do things
around here**

**The image employees and
others hold of the organisation**

What do you want to change to?



What do you want to change to?



Mission

Vision

Purpose

**Corporate
Values**

**Objectives
and Goals**

How to change

**Set the
example**

**Middle
Management**

Recruitment

Square pegs

Reinforcement

**Start with
your team**

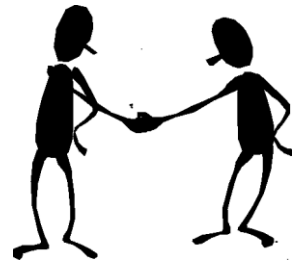
**The one on one
communication**

A final word or three

Relationships!

Relationships!

Relationships!



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