

Think Blue Campaign



*It's not enough for an organization to just act in a constructive manner; they have to **think** that way too.*

The primary objective of the **Think Blue Campaign** is to help the members of your organization to become champions for changing the Organization's Culture.

You've done the assessment, you have the data, now it's time to put your plan into action—and not only change the way your organization works, but how they think.

The **Think Blue Campaign** begins with selecting several enthusiastic members of your organization—both management and associates—to form your *Culture Change Team*. This team will be the drivers of your **Think Blue Campaign**.

Human Synergistics will work with your *Culture Change Team* to help them:

- I. **Understand Culture and its drivers**
Discuss how the philosophies and values of the organization, the leadership styles, communications, and HR practices drive the culture of the organization.

- II. **Communicate Results and Strategies**

- Using the comprehensive results from *your* organization, discuss the outcomes of culture.
- Share with the group organization strategies already developed.

- III. **Soliciting Feedback**

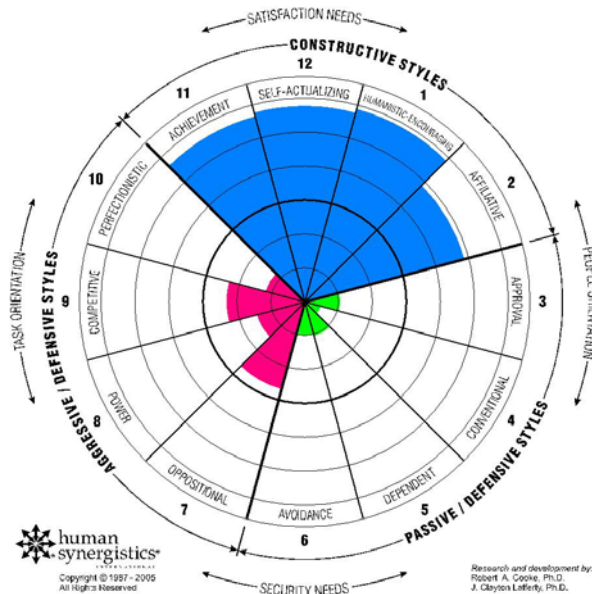
Through team meetings and workshops, garner more feedback and clarification of culture, and develop further strategies for improvement.

- IV. **Creating Enthusiasm**

Together with Human Synergistics, develop an ongoing campaign and action plan. Utilize our tools and products, which may include calendars, mugs, pens, and success stories to maintain interest.

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Ideal Culture as described by individuals from over 650 different workplaces:



Campaign Outcomes:

- ❖ Cultures Drivers:
 - ✓ Identify the drivers or causes of your culture
 - ✓ Implement change initiatives for your organization
- ❖ Organizational Culture:
 - ✓ Identify constructive organizational culture behaviour or styles
 - ✓ Recognize counter-productive or defensive behaviour or styles
- ❖ Culture Outcomes:
 - ✓ Increased employee engagement
 - ✓ An improved work environment
 - ✓ Increased personal and group motivation
 - ✓ Decreased sick pay, grievances, and employee turnover
 - ✓ Improved service and product quality
 - ✓ Increased internal and external adaptability
 - ✓ Improved the long-term viability of the organization