

CULTURE SHIFT

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#channelshiftcamp

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**"NEVER DOUBT THAT A SMALL GROUP OF
THOUGHTFUL, COMMITTED
CITIZENS CAN CHANGE THE WORLD;**

**INDEED,
IT'S THE ONLY THING THAT EVER HAS."**

— MARGARET MEAD

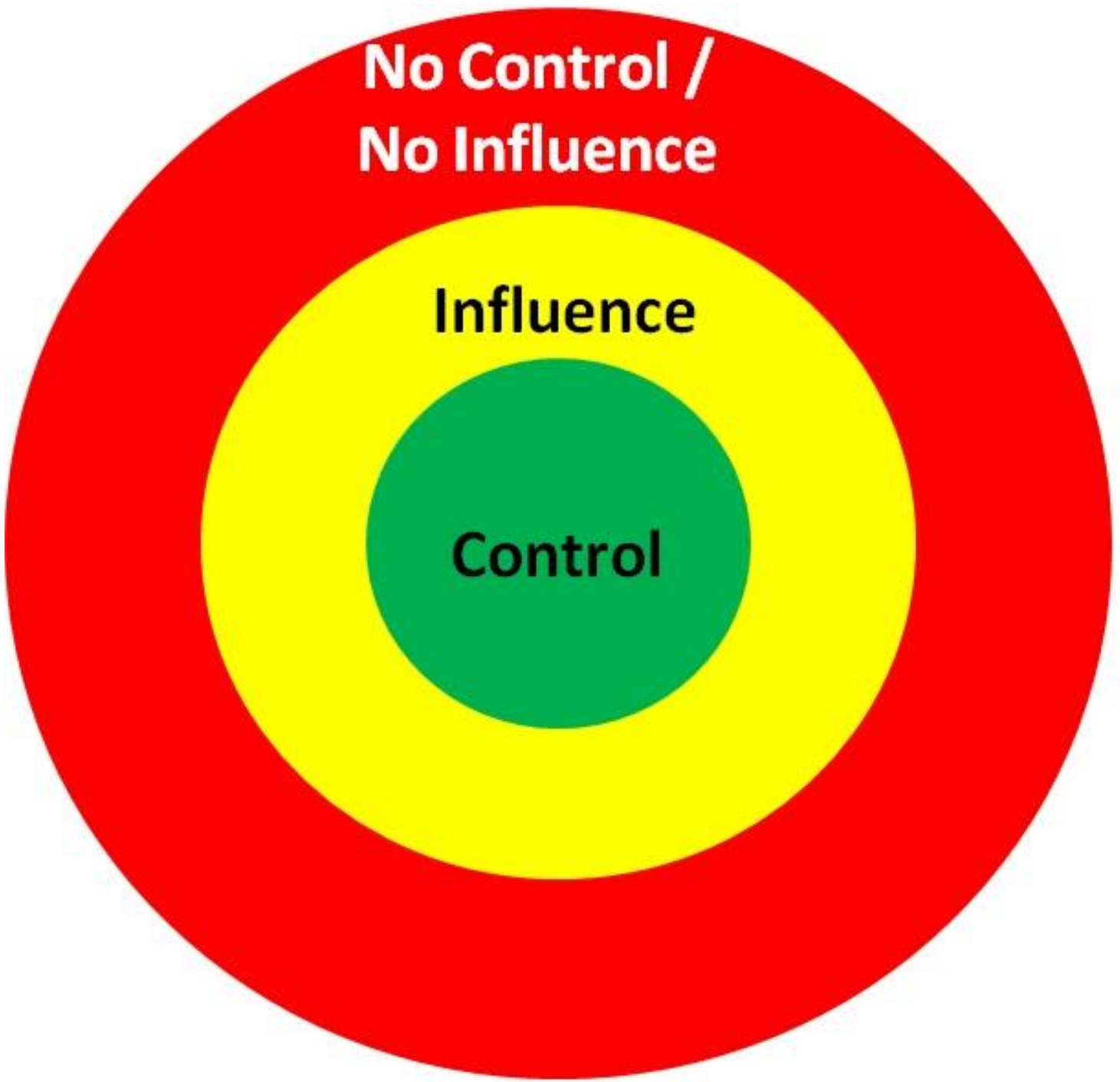
What did we do?

- Feeling of preaching to the converted.
- How to we influence senior management?
- How to we encourage the right people to the events?
- We decided to look at what was in our sphere of influence and what was out of it.
- We expected there to be more that was outside...
- But we were surprised at what we could do!!

**No Control /
No Influence**


Influence

Control






control



CHANGE
HAPPENS
ANYWAY




GETTING YOUR
TEAM TO
COLLABORATE



PERSONAL
PRACTICE



FIND
LIKEMINDED
PEOPLE



DEMO'ING
WHAT IS
POSSIBLE



BEING
BRAVE



ASK
QUESTIONS!

GIVE PEOPLE
THE FREEDOM
TO INNOVATE

SET
CHALLENGES

TAKE RISKS
WHERE YOU
CAN

FIND THE
THINKERS
& DO'ERS

WORK
OUT-LOUD!

It's mainly about...



PERCEPTION –
TAKING PPL'S
JOBS


BE OPEN
ABOUT COSTS

TELLING A
POSITIVE
STORY

EMOTICONS
CAN
CHANGE THE
TONE OF
EMAILS

BE
POSITIVE
😊

USE
DIGITAL
TOOLS LIKE
VIDEOS



TELL WHAT
OTHER
COUNCILS
DO




AMPLIFYING
OWN NEWS



USE ALL
CHANNELS



KEEP PEOPLE
INFORMED



FIGHT THE
GOOD
FIGHT




WORD OF
MOUTH

What is outside of our influence?





NEEDS TO
BE
FRONTED
BY CEO



CONFLICTING
DIRECTION
FROM
MANAGEMENT



TOO MUCH
MICRO-
MANAGEMENT



HAVING KEY
ROLE
MODELS



BUDGETS



BACKSIDE
COVERING
CULTURE

REPUTATIONAL
RISK

GET STUCK
DOING THINGS
THE SAME WAY
BUT EXPECT A
DIFFERENT
RESULT!

5TH TIER
MANAGEMENT

SIGN-OFFS

NERVOUS
EMPLOYEES

LOCAL
MEDIA

....aaaand the old sacred cow...



Conclusion

- There are lots of things we can influence...
- Driving towards a sea-change and internal culture shift.
- Strong emphasis on comms – whether smoke and mirrors to start with.
- Both internal and external comms – telling the positive story.
- Tell people about the good things!!
- Keep going!