

# 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**

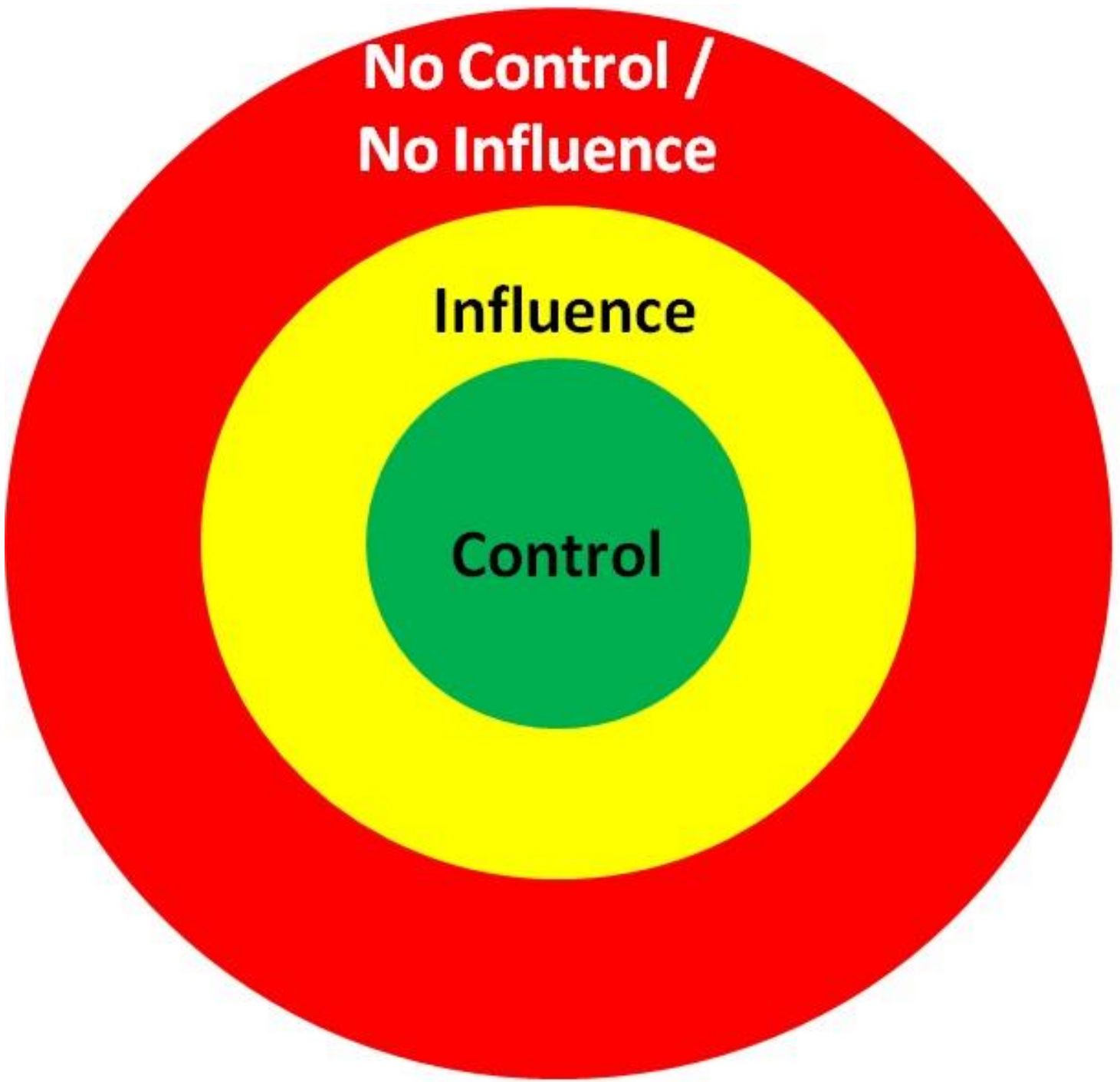
# What did we do?

- 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**








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!

5<sup>TH</sup> 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!