

Driving Cultural Change

a workshop with Luca Dellanna



Summary: whether you want to drive a culture of innovation, a culture of customer focus, or any other Core Value, there are a few things you must get right for it to result in the widespread adoption of new behavior.

In this four-hour workshop (which can be split into two two-hour sessions), Luca will help its participants build a roadmap to drive cultural change within their organization.

Step 1: Building Trust

Employees won't adopt new habits unless (1) they trust their managers really want to adopt them, even if they result in short-term trade-offs, and (2) they trust that this won't be just another company initiative that will be forgotten the next time priority change. Luca will explain how to build these two types of trust.

Step 2: Communication

Mass communication (e.g., corporate emails and posters) is a necessary but not sufficient requirement for organizational change. Employees must also receive effective and sustained communication *from their direct managers*. We will explore a few ways to enlist local managers in the change initiative.

Step 3: Plan The Roadmap and Pre-empt Failure

Luca will support the workshop participants in building an effective roadmap for the change initiative. Then, he will surface common failure points and work with the participants to find ways to address them, maximizing the chances of success.

Pricing

3000€ if delivered remotely,
inclusive of two additional preparation calls to tailor the workshop to your needs.
Custom pricing for in-person delivery.

Interested? Email me at
Luca@Luca-Dellanna.com



More about me:
Luca-Dellanna.com

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About Luca Dellanna

Luca has 10+ years of experience helping executives, entrepreneurs, and managers improve revenue and profitability through the lever of better people management.

Luca is also the author of several books on management, economics, and human behavior, and spoke at some of the largest conferences and podcasts in his field, including NudgeStock and EconTalk.

He is fluent in English, Italian, French, and Spanish. Luca has experience in the following industries: automotive, chemical, cosmetics, consulting, education, electronics, finance, fintech, food, hospitality, logistics, manufacturing, nonprofit, pharmaceutical, retail, software, and tech.

Previously, Luca has led organizations of up to 40 people and worked in DuPont's consulting unit. He is an automotive engineer with a master's in mechanical engineering, and divides his time between his hometown of Turin (Italy) and Singapore.



Interested? Email me at
Luca@Luca-Dellanna.com



More about me:
Luca-Dellanna.com