Efficacy of Change Management: Processes to construct enduring organizational culture

Virtual Lightning Talk presented by: Ellen Ramsey, Ph.D. & Kristen Migliano, Ph.D.
The Problem:
Deloitte’s “Catalyze culture change in the workplace for sustained results.”

“By identifying the structural elements that form and inform culture, an organization can isolate and activate those that will best enable strategic objectives. It's critical that organizations take on culture proactively to maximize this alignment with business strategy; culture will develop and evolve organically over time whether or not leaders cultivate it intentionally“ (Deloitte, 2020, par. 6).

From the founding values to future strategy…

The Problem:

Artificial Intelligence:

Interpersonal relationships among team members

Mental health issues at the workplace

The recruitment process

Training paradigms

Improving employee onboarding experiences


Source: Thomas, Zoe (April 19, 2020) Coronavirus: Will Covid-19 speed up the use of robots to replace human workers?
Applying the Framework:

**Narrow your Scope**

- **Develop** vision, mission, and values
- **Identify** the community for desired culture
- **Interpret** levers that influence their behavior
- **Define** core behaviors to enable activation

**Tell the Culture Story**

- **Storytelling**
- **Bringing Behaviors to life**
- **Leaders and Employees**


Applying the Framework:

Ideate Initiatives

Build & Execute a “Sprint Plan”

Measure, Iterate, Repeat


The Hypothesis:

Key attributes of both group culture and individual leadership styles.

I. How people interact (independence to interdependence)

II. Their response to change (flexibility to stability).

The Research Proposal:

This study proposes to evaluate employees’ perceptions of organizational culture change while embracing the new role of A.I. on the industry.

It will measure how employees and customers connect in “Insightful Engagement” in an industry newly infused with A.I.

Source: Martin, C. (2019, Jan). How to take the pulse of your organizational agility.
Recommendations for Further Research:

Catalyze culture change in the workplace for sustained results, specific to these:

Healthcare

E-Commerce

Crisis Management
Literature Review


