

# Align Your Culture

## Culture Academy

~ 5 Days ~

Build your roadmap and toolkit to successfully transform the culture of your organization



New leaders, bold strategies, innovation, vital change and marketplace agility are being *smothered* by your EXISTING culture. Stop underestimating the culture impact. Start doing something about it.

### Who should attend?

You, or one of your direct reports, if you keep hearing “We need to change our culture” and you want to be the one to make it happen.

### Why attend?

Because you want to **Strengthen Your Culture** to align with a new leader, a bold strategy, an innovation, or a vital change - so your organization can do what it needs to do to win.

### Aim of workshop

To give you the skills you need to confidently change the culture to drive the growth and business results now being demanded.

### ~ Experience **Culture Academy** ~

**Prepares you to lead a sustainable culture change.** The Culture Academy is a five-day intensive experience that dives head first into the beliefs, behaviours, tools and techniques critical to catalyzing a fundamental change in how organizations do whatever it is that they do. It teaches you how to bridge the gaps between wanting to change, knowing how to change and actually changing!

**Gives you a proven methodology.** Culture Academy participants explore the *cycleUP*™ methodology in three stages. First, you delve into the six core concepts within the approach. Second, you apply the *cycleUP*™ methodology in a real company simulation. Finally, you employ the *cycleUP*™ methodology to design a cultural transformation for your own organization.

**Gives you the experience that works for you.** The Culture Academy is led by facilitators who do this work today. You are immersed in a diverse group of leaders seeking to initiate cultural change within their team, division(s) or organization, creating a wealth of shared insights and unique approaches.

#### **With this experience:**

**YOU** learn what an organization goes through when transforming.  
**YOU** plan your strategy and approach.  
**YOU** build your organization’s roadmap and toolkit.  
**YOU** become an effective, positive change-leader.  
**YOU** make it happen.

## Experience overview

**Pre-assessments:** Organizational Readiness and Behaviour Audit

**Day 1:** It's all about Belief Systems

**Day 2:** Setting a Leadership Direction - Experience a Cultural Change

**Evening 2:** Planning your *cycleUP™* Culture Change Engagement

**Day 3:** Leadership Response - Creating an Understanding Plan and an Accountability Plan

**Day 4:** Facilitating a Behavioural Response

**Evening 4:** Structural Response - *WorkUP™* meetings

**Day 5:** Setting YOUR Momentum Plan

## Workshop objectives

Upon the completion of the course, the participant will have accomplished the following:

- Gained insight about the people and process dynamics of transformation
- Developed the knowledge and skills to plan and successfully implement a Culture Shift Initiative
- Gained an increased awareness of the personal requirements to be an effective change-leader
- Applied the principles, frameworks, tools and experiences to change behaviours and cultures
- Experienced how the shift feels, when “the magic happens”
- Designed a plan to apply the learning. Learned what to do, where, and with whom
- Created a network of support to ensure success

## The facilitators / designers

Rich Pendergast  
Director, Culture Academy  
Rich@AlignYourCulture.com



Rich helps teams successfully navigate the human side of change. With extensive experience in culture transformation, mergers and acquisitions across various industries, including communications, technology, energy and pharmaceuticals, Rich has worked with over 100 organizations.

Merv Rogers  
Chief Coaching Officer  
Merv@AlignYourCulture.com



A Master Certified Coach, Merv moves easily from leading in the executive boardroom of multinational organizations to one-on-one coaching. Merv's qualifications extend beyond coaching to complementary practices, including five personal profiling assessments. He aligns the power of individuals and the power of process for consistent, sustainable business results.

## What our participants say:

**“There is nothing as on-point and relevant in today’s environment as Culture Academy; it is absolutely the right course at the right time to make a difference”**

**“...think of it as an investment in your future success”**

## How to register

Register or inquire at:  
www.AlignYourCulture.com  
Email info@AlignYourCulture.com  
Call +01.905.847.8314  
Fax / mail registration form

A complete calendar of workshops can also be found on our website  
www.AlignYourCulture.com

## Registration fee

Regular	<b>**8995<sup>1</sup></b>
Early Bird <sup>2</sup>	<b>SAVE 1000</b>
Register more than one	<b>SAVE 500 to 1000 additional per person</b>

Includes: 5 lunches, 2 dinners and all participant materials

\*\* in the currency of the workshop location, plus taxes

# Registration Form

## Culture Academy Experience

Register online at [www.AlignYourCulture.com](http://www.AlignYourCulture.com)

Register via fax / mail, the following person(s) for the workshop:

- 20 – 24 June 2016 – Toronto, Canada  
 8 – 12 August 2016 – New Jersey, USA  
 19 – 23 September 2016 – San Francisco, USA  
 17 – 21 October 2016 – London, UK

Regular	**8995 <sup>1</sup>
Early Bird <sup>2</sup>	SAVE 1000
Register more than one	SAVE 500 to 1000 additional per person
Includes: 5 lunches, 2 dinners and all participant materials ** in the currency of the workshop location, plus any taxes	

Registrant(s)		
1	Name:	Title/Company:
	Email:	Phone:
2	Name:	Title/Company:
	Email:	Phone:
Contact Person		
Name:	Title/Company:	
Address:		
Email:	Phone: Fax:	
Payment		
Enclosed: Cheque in the amount \$ _____ Cheque # _____		
Payable to "Strategic Deployment Associates Inc."		
How did you hear about this program?		

### Registration and Payment

Registrations will be confirmed upon receipt of completed registration form and full payment. Please mail the registration form and payment to Strategic Deployment Associates Inc. at **336 Spadina Road, Suite 902 \* Toronto, Ontario \* M5R 2V8 \* Canada.**

For registration inquiries, please call Tracey Gentili at +01.905.847.8314, Fax: 1-888-680-0857 or email [info@AlignYourCulture.com](mailto:info@AlignYourCulture.com)

### In-Company Training

This workshop can be presented on-site at your organization as an in-house program.

Please call Tracey Gentili at +01.905.847.8314 for more information or email [info@AlignYourCulture.com](mailto:info@AlignYourCulture.com)

### Notes:

- Fee includes 5 lunches, 2 dinners, refreshments and participant materials. Fee expressed in the currency of the workshop location.
- Early Bird registration period ends sixty (60) days prior to the first day of the workshop.
- Cancellation Policy: If you are unable to attend, a replacement is welcome. For cancellation received in writing at least seven (7) days before the start of the workshop, a full refund less 5% will be given. No refund will be provided if a cancellation occurs less than seven (7) days before the workshop date. Notice of cancellation must be made in writing to Strategic Deployment Associates Inc.
- The organizer reserves the right to change the venue, date and program due to circumstances beyond its control.
- momentumGLOBAL is a wholly-owned subsidiary of Strategic Deployment Associates Inc.