



Fusion: a unique offering

Releasing people potential

The 3Cs of Culture Change

Approach to Culture Change: 3Cs

Cultural alignment is critical to success, and avoiding failure, in mergers.

Yet, while 95% of executives describe cultural fit as critical to the success of integration, 25% identify a lack of cultural cohesion and alignment as the primary reason integration efforts fail.

Co-create



Co-create a vision and show how individual roles help make it a reality



Leadership aligned, committed and role-modelling



Middle-out approach: Line Managers to drive the change

Consolidate



Empower the team to own it and be 'unbossed'



Include, in some way, all staff, and allow them to make their mark



Serve the customer: this is the end goal, make the connection

Communicate



Action plans and monitoring/ measurement activities



Narrative, Brand, Theme and messaging to reinforce



Dialogue is a must, either virtual or face-to-face