

# ***Culture Capital: The New Frontier of Competitive Advantage***

**28 & 29 November  
2018**

***The Hilton Hotel,  
Nicosia***



**pwc**

## ***At a glance – why attend?***

- To gain a deeper understanding of organisational culture.
- To explore the link between company culture and performance and profitability.
- To understand the role of company mission, vision, values and core feelings in shaping culture.
- To learn the common characteristics of healthy and successful cultures.
- To envision and map out the culture that will bring your organisation's vision to life.
- To explore the most successful culture transformation strategies.
- To create a draft action plan for your organisation based on the Becoming Culture Map™



***Aga Bajer***

A culture strategist who works with leaders and teams around the globe to help them create a culture that brings their vision to life.

The programme has been approved by the HRDA. Enterprises participating with their employees who satisfy HRDA's criteria, are entitled to subsidy.



## Our Programme



*Culture is the most powerful force that influences people's ability to fulfil a mission or accomplish a goal and make this world a better place as a result.*

**Culture drives and alters EVERYTHING that happens in your organisation.**

Your business results, your services and products, the relationships with your clients and suppliers, the way people think, the stories they share, how they go about their work and interact with one another: all this - and much more - is influenced by culture.

With the right culture, the sky is the limit and ordinary people achieve extraordinary results. With the wrong culture everything is difficult if not outright impossible. The good news is that you can intentionally evolve culture. Your organisation can make its culture its biggest ally. And since it can, it must - because...



**Your vision can only come to life if you manage to get culture on your side.**

If you are in a leadership position and if you believe that culture might be slowing you down and getting in the way of accomplishing your mission-critical goals, then this programme is for you.

We created this unique learning experience having people like you in mind. Our programme blends cutting-edge insights, research, lessons from successful culture evolution projects, as well as thought leadership from global culture trailblazers.

We will use a hands-on, interactive and practical approach to help you understand the dynamics and mechanics of organisational culture and to identify the first practical steps you can take to harness the power of culture to strengthen your position in the market and boost your business results.

Our programme, "Culture Capital: The new frontier of competitive advantage" consists of a 2-day workshop followed by a 3-hour in-house visit. The in-house visit is designed to offer you a bespoke consultation meeting your company's unique needs and priorities.

## Our Agenda

	Day 1	Day 2
AM	<ul style="list-style-type: none"><li>Welcome and introductions</li><li>The importance of company culture</li><li>What is company culture (and what it is not)?</li><li>Culture change - how to know that you need it?</li></ul>	<ul style="list-style-type: none"><li>Review of reflections and learning from Day 1/preview of Day 2</li><li>Successful Culture Change</li><li>Connecting business needs with culture</li><li>Culture change strategies: what works and what doesn't</li></ul>
PM	<ul style="list-style-type: none"><li>BECOME - the model of organisational culture change</li><li>Mission, vision, values - and their role in shaping culture</li><li>Focusing on values</li><li>Culture snapshot</li><li>Closing</li></ul>	<ul style="list-style-type: none"><li>The role of leadership in culture change</li><li>Employee life cycle and culture alignment</li><li>Putting together your culture strategy</li><li>Closing</li></ul>



## Who should attend?

*HR Directors, Learning and Development Managers and Senior Executives who aim at strategic and commercial development of their organisation through leveraging their company culture.*

### In house visit – Key topics to be discussed



- Initial discussion on the learnings from the workshop specific to the organization
- Identifying the business case for culture evolution
- Analysis of the survey results
- Culture aspirations – setting objectives
- Going forward: creating an action plan



# Participation Fees and Registration

Fee: €1.445 (+VAT) per participant

The programme has been approved and categorised as “Vital Importance!” by the Human Resource Development Authority of Cyprus (HRDA) and it is fully subsidised. Eligible participants will only need to pay the VAT (i.e. €274,55) per participant.

For any further information and relevant registration forms please contact the course administrators:

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Please note that places are limited and will be allocated on a first come, first served basis.

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## Our Trainer / Coach

### Aga Bajer

Culture Strategist  
Author  
#CultureLab Podcast Host



Aga is a culture strategist who works with leaders and teams around the globe to help them create a culture that brings their vision to life.

She is the host of one of the most popular podcasts on culture, “CultureLab with Aga Bajer” ([www.agabajer.com/podcast](http://www.agabajer.com/podcast)) with guests such as Ed Schein, Patty McCord (the famous Netflix Chief People Officer), Richard Barrett and many more. She is also a co-author of “Building and Sustaining a Coaching Culture – a complete guide on how to embed coaching in an organisation’s DNA.

The question at the core of Aga’s work is: *“How can we harness the power of culture to create a world where people love showing up at work?”*

Aga blends her experience as:

- a leader, in companies big and small
  - an experienced consultant who worked for giants like Korn Ferry (HayGroup), and PwC
  - an executive and team coach
  - a researcher and an author
- with her unstoppable and insatiable curiosity about what works and what doesn’t work in organisational and social change.

Her approach is science and evidence based.

She makes the complex issue of culture as simple (but not simpler) as possible, uncovering all the crucial and fundamental forces at play, so that you can take the right actions to bring about the change you seek.

Aga has worked with senior leadership of many major organisations, including Citibank, Toyota, MSC, GlaxoSmithKline, AstraZeneca, Hellenic Bank, Eurolife, Bank of Cyprus, Eurobank, Wargaming, Porsche, Sanofi, Amdocs, the European Patent Office, SAP, and many more.

To learn more about Aga, visit her website [www.agabajer.com/about](http://www.agabajer.com/about)  
To listen to the CultureLab podcast, go to [www.agabajer.com/podcast](http://www.agabajer.com/podcast)



great podcast ★★★★★

by Inked Curiosity – 13 Sep, 2018

This is really great podcast – interesting, inspiring and very much relevant in the modern world of organisational design and behaviours. I found the diversity of guests and subjects especially appealing and thought provoking.

Culture is KING! ★★★★★

by sojo kipper – Aug 17, 2018

I love the content of this podcast and the variety of guests Aga has on regularly. She is smart, engaging and kind.

Brilliant ★★★★★

by ESBarnes – Jul 23, 2018

With decades of research and experience, these guests are above all optimistic, and offer practical tools to take into the workplace to implement change. We could all benefit from being kinder to one another, regardless of where we stand within the hierarchy of a company. Looking forward to hearing more.

A rare find ★★★★★

by Kjoach58 – 24 Jul, 2018

I listen to a number of podcasts on leadership and organisational development and am always on the look out for more. I stumbled across this one a few weeks ago and have been listening to a number of episodes from the back catalogue. Aga is an engaging host and the guests are ‘top-drawer’ as we say over her in the UK! Keep ‘em coming...

