



Managing Corporate Culture (The Alligators) in Projects: Theory and Tools

Cultural alligators can get in the way of project success and overall profitability.

Learn how to understand and overcome them in this one-of-a-kind workshop for business managers.

Experienced project leaders know cultural issues can be some of the biggest barriers to implementing successful strategies and operational improvements. But just like other business challenges, cultural alligators can be overcome.

This unique workshop provides fresh insights and tools for managing corporate culture for the better – with the goal of successful projects and sustainable profitability that every business seeks.

Who should take this course?

- Project leaders and their teams
- Internal consultants responsible for large projects
- OD professionals
- Senior leadership
- Joint-venture and alliance teams

Answers and insights you'll take home:

1. What is corporate culture?
2. What are the links between culture and project and decision quality?
3. What are the specific strengths and weaknesses of your corporate culture?
4. What project challenges can you expect based on your culture?
5. What tangible, practical solutions can you apply to prevent and overcome these challenges?
6. Spreadsheet tools for planning

This hands-on, lively workshop combines exercises, lectures and breakout sessions to apply principles to individual scenarios. Participants take home a comprehensive plan for their projects and a deeper understanding of their own company culture.



Stay out of the swamp. Schedule your course now!

This full-day course is offered as an in-house workshop to enable open discussion of company issues. The agenda can be tailored to the specific needs of the company.

For more information:

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What are the components of 'corporate culture'?

Right purpose → Right direction

Right fit → Right vehicle

Right infrastructure → Good roads

Self-preserving mechanisms → Law enforcement

Business leaders who roll their eyes at the mention of corporate culture are tying their own hands. Culture can and must be managed with the same rigor as any other major business driver—from customer satisfaction to competition.

About the Instructors

Based on 20 years of research, this course was developed and is taught by Rob Kleinbaum and Aviva Kleinbaum. Rob and Aviva are co-authors of the insightful book

Creating a Culture of Profitability (forthcoming Summer 2013). Rob is on the Executive Committee of the Culture Change Institute at the Fletcher School at Tufts University, is the



Managing Director of RAK & Co and on the Board of and a Fellow of the Society of Decision Professionals. Rob holds a Ph.D. in Economics from the University of Michigan.

Aviva Kleinbaum, a Director at RAK & Co, has 15 years' experience in consulting. Her work focuses on creating cultural and organizational changes that drive major business improvements and in executive coaching. She has an MSW from the University of Michigan.

